BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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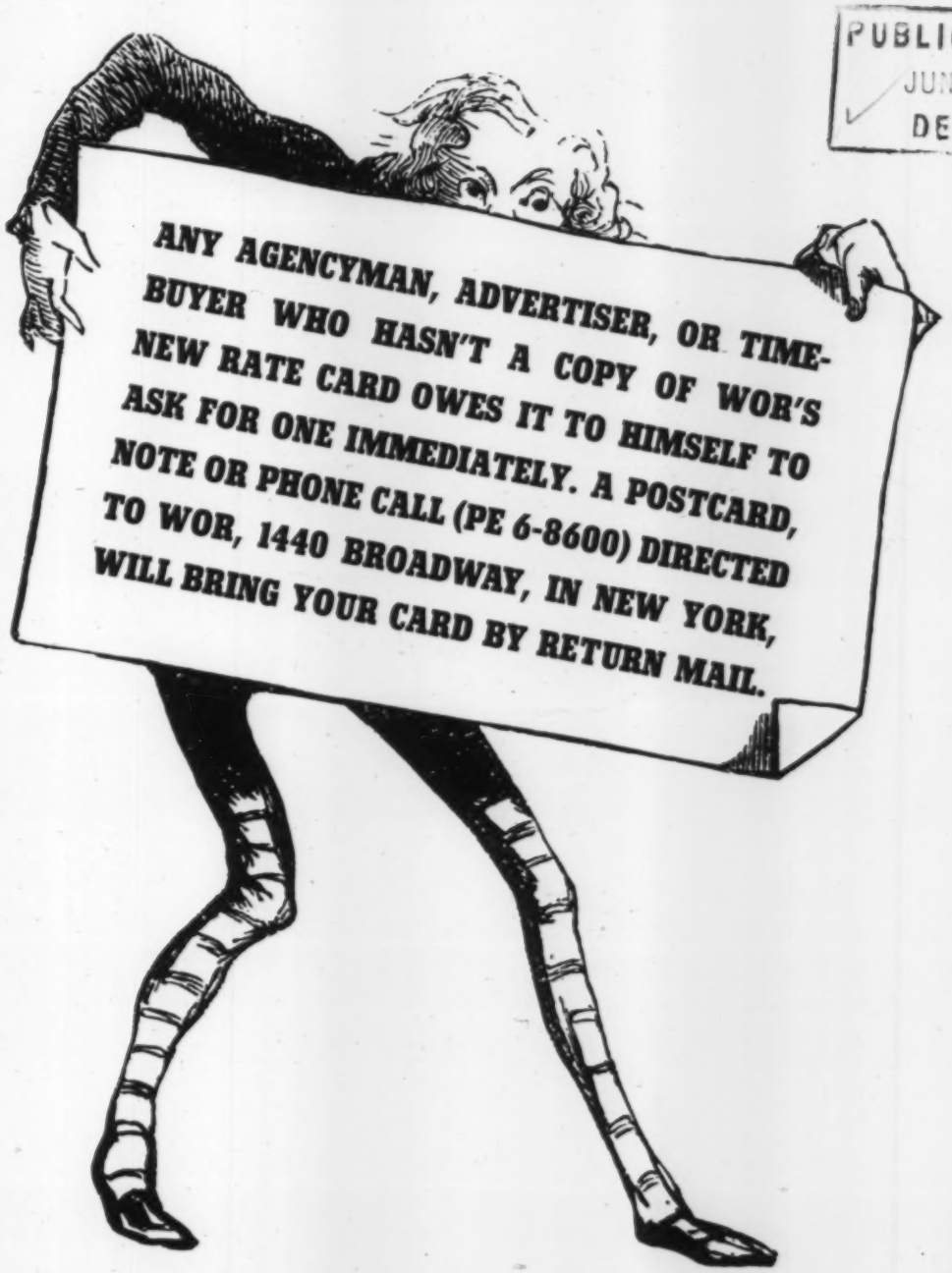

ANY AGENCYMAN, ADVERTISER, OR TIME-BUYER WHO HASN'T A COPY OF WOR'S NEW RATE CARD OWES IT TO HIMSELF TO ASK FOR ONE IMMEDIATELY. A POSTCARD, NOTE OR PHONE CALL (PE 6-8600) DIRECTED TO WOR, 1440 BROADWAY, IN NEW YORK, WILL BRING YOUR CARD BY RETURN MAIL.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Radio, to Many Farms, The Only Daily Caller

What a world of good will is created by the simple act of being a good neighbor! The daily visits of WLS with the farmers of Mid-West America are like friendly visits of good neighbors passing the time of day. Through carefully built and carefully produced farm programs, WLS keeps its listeners informed . . . entertained . . . and offers practical help in their farming business. Year after year our effort has been consistent, for WLS has always recognized its obligation to the farms and small towns of the Mid-West . . . and our deepest concern is to maintain this program of constructive service. Farm people . . . our neighbors . . . have learned to depend upon WLS . . . in what we suggest they *do* and what we invite them to *buy*. Another reason why WLS Gets Results!

WLS

CHICAGO

890 KILOCYCLES — 50,000 WATTS — BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*

GLENN SNYDER *Manager*

REPRESENTED BY JOHN BLAIR & CO.

AFFILIATED WITH KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL

THE FACTS ARE..

NO. 4 IN A SERIES:

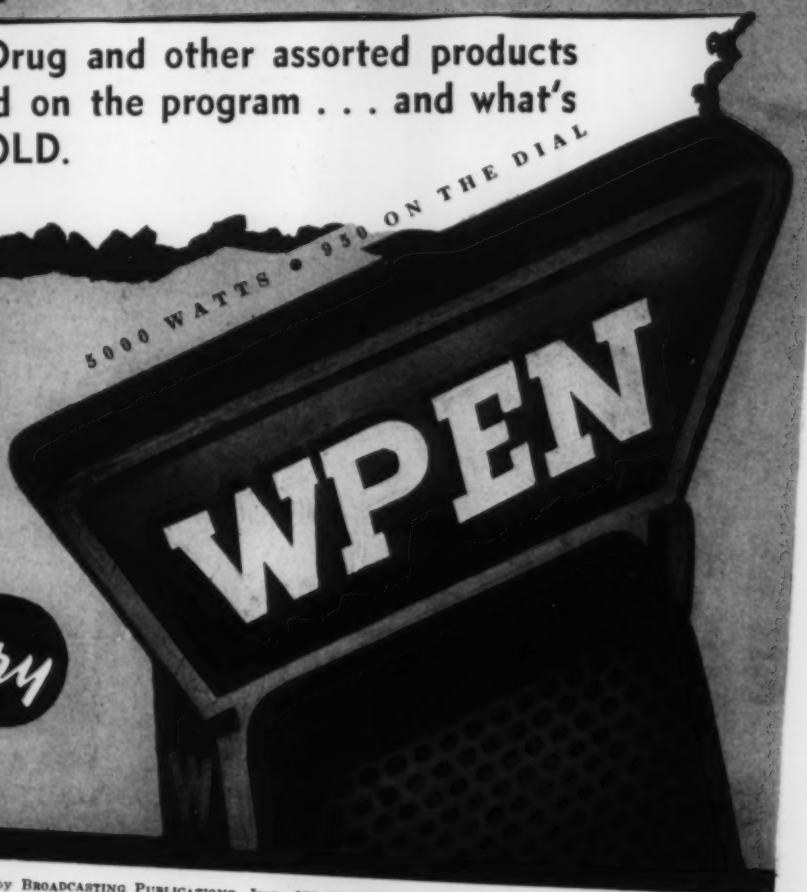
According to a recent Hooper survey, 32.8% of all Philadelphians listening to radios from 6.00 to 6.15 P. M., six times a week . . . have been listening to WPEN to hear "The Man From Nevins" . . . A War Bond Program.

The Nevin's Stores, Inc., with stores throughout the Philadelphia area, has sponsored the program for two years . . . two years of increased sales.

More than 250 Drug and other assorted products have been introduced on the program . . . and what's more they've been SOLD.

Yes, a WPEN audience is a BUYING audience

Watch this space each month for another____



Philadelphia SELLING Story

AFFILIATED STATION OF THE ATLANTIC COAST NETWORK

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KOIL
is the most
economical
buy
in
OMAHA

For Outstate
Nebraska -
KFAB
is a
must!

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 22 MAY 31, 19

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

THE GREATEST CONVENTION IN HISTORY

1,125,000 "buying folks" in Metropolitan Washington today . . . and they'll stay for the duration.

REACH THEM ALL ON Washington's best 24 hour-a-day radio buy.

WOL

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM
★ ★ SPOT SALES, INC.—Natl. Rep., New York, Chicago, San Francisco ★ ★

XUM

When You Want

INTENSIVE COVERAGE

of America's 4th Largest Market*

(PLUS NEW YORK AT NO EXTRA COST)

***A Market LARGER Than These 14 Cities Combined**

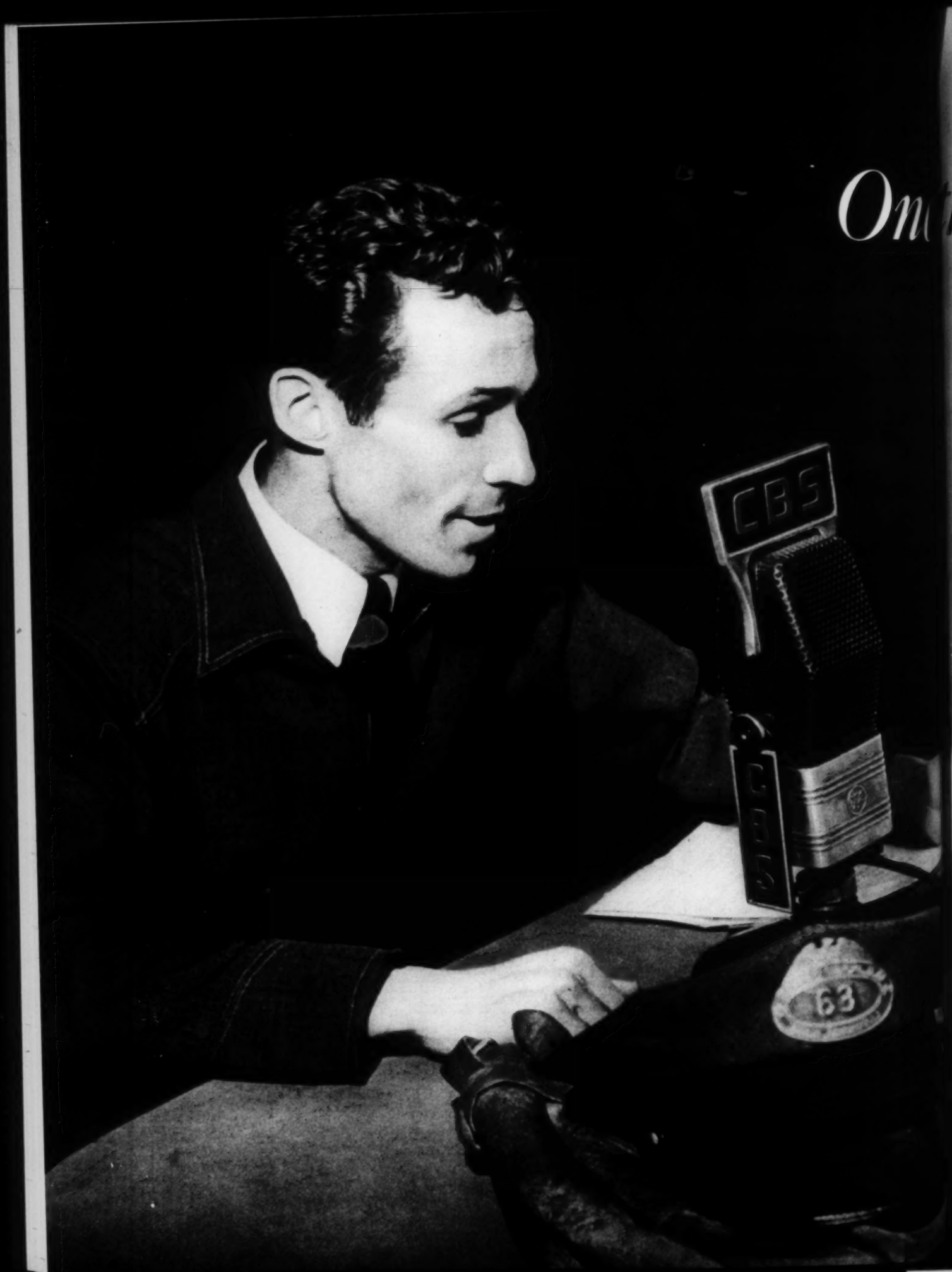
KANSAS CITY	OMAHA
INDIANAPOLIS	SYRACUSE
ROCHESTER	RICHMOND
DENVER	HARTFORD
ATLANTA	DES MOINES
DALLAS	SPOKANE
TOLEDO	FORT WAYNE

Beamed To More Than 3½ Million People; Plus New York At No Extra Cost!

WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY!"

Biggest listening surveys ever made in this market prove it! Send for them! WAAT Executive Offices, Hotel Douglas, Newark, New Jersey.


CBS
63

there was a mailman...

Bill Sherman toted the mail in a Boston suburb until this Spring.

Now he's a top announcer at WLAW, Lawrence. Thanks to WEEI.

Last January, WEEI—concerned about man-power futures in New England radio—decided to do something about it.

On the air went an announcement. A school would be established; eligibles would be trained as radio announcers. Apply at WEEI.

627 New Englanders jumped at the chance. Lawyers, ministers, musicians, an editor, advertising men, a blind man who read his script in Braille.

And Bill Sherman.

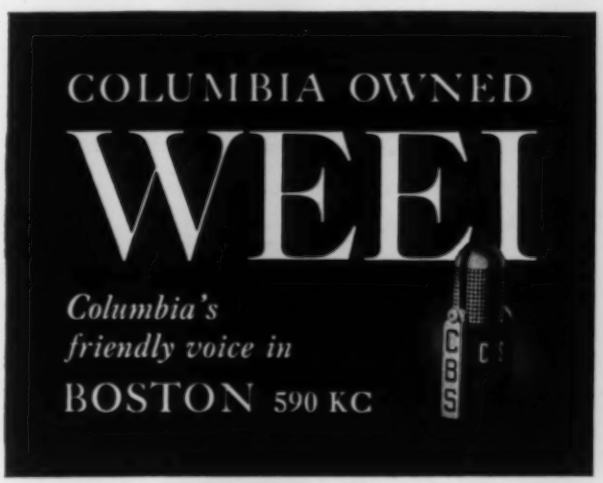
For ten crowded weeks, after plodding his route all day, Bill went to the WEEI school at night. He learned diction, timing, inflection, poise, related radio arts.

It was a tough grind. But...on the day he graduated, he had a job!

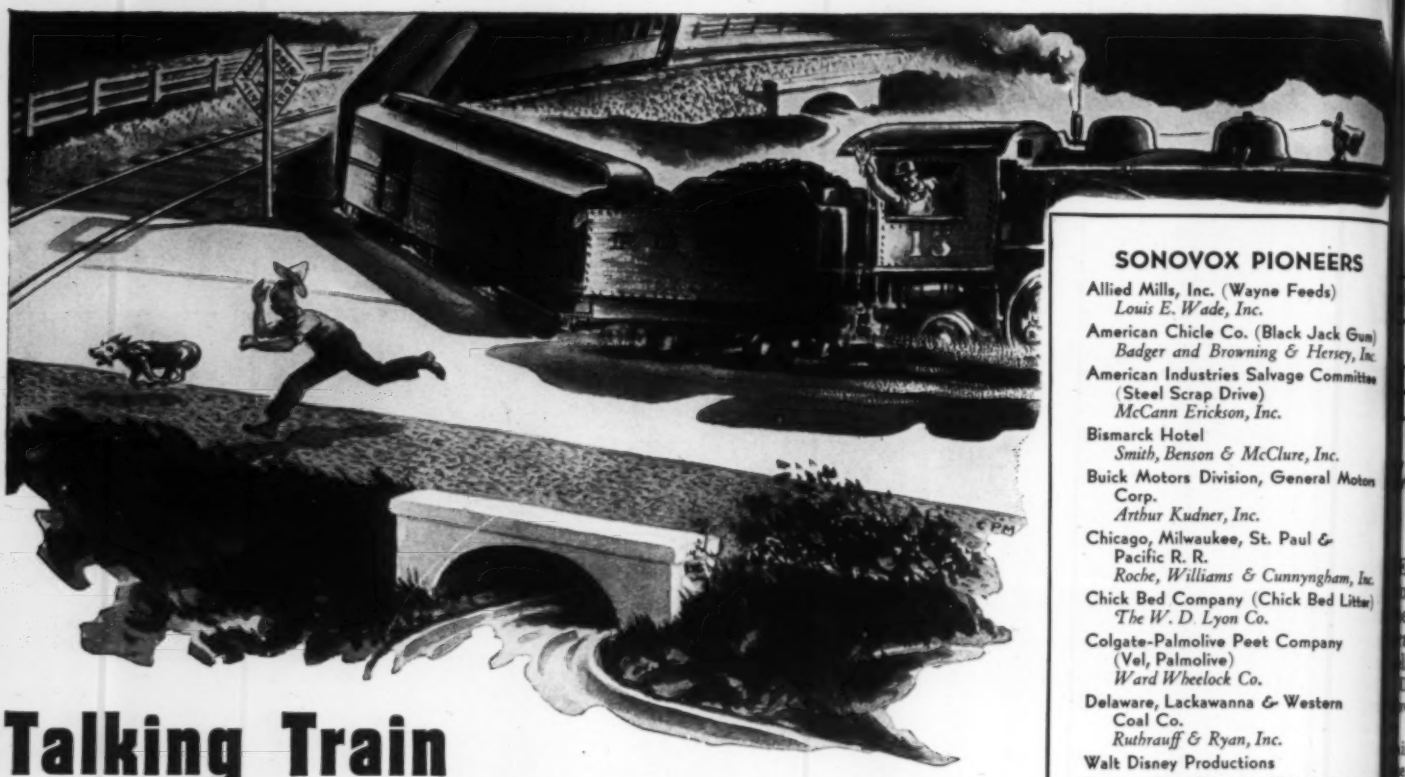
Other New England stations benefited from the plan. When the Announcers' School was conceived, WEEI saw a chance to help neighboring stations, so instead of training announcers only for WEEI, 12 were schooled. Six of the twelve graduates wanted to go to work immediately. They did. One at WEEI. Two at NBC's WJAR in Providence. One at the Blue's WORC in Worcester. Plus Bill Sherman and one classmate at WLAW.

So valuable to New England radiomen is this WEEI plan, that the second school is now in session.

All of which underscores, once again, the vital part that WEEI plays in New England ...setting the pace not alone among listeners, but among radio stations as well, along this stern and rockbound coast.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS



Talking Train Takes to Highways!

If you were listening to the NBC show "Author's Playhouse" on the evening of April 21, you'll certainly recall the memorable dramatization of Walter Schramm's famous magazine story, "Dan Peters and Casey Jones". It was built around the adventures of a little train *(Casey Jones)* which, after twenty years on the same tracks, gayly hopped off and went galivanting all over the place, just to see what the U. S. was really like!

Well, NBC wanted the train to tell part of its own story. But how to make a train *talk?*

You're right—they used *Sonovox!* And as a result, got a dramatic effect that is almost impossible to describe. . . .

Yes, Sonovox offers *another dimension* for conveying ideas, situations, thoughts—for catching the ear and holding the memory. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. *Why don't you join them?*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.

Chick Bed Company (Chick Bed Litter)
The W. D. Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

CHICAGO: 180 N. Michigan Franklin 6474 — NEW YORK: 247 Park Ave. Plaza 5-8151 — SAN FRANCISCO: 111 Sutter Sutter 4555 — HOLLYWOOD: 1512 N. Gordon Gladstone 9949 — ATLANTA: 322 Pa... Main 56...

XUM

BROADCASTING
and
Broadcast Advertising

OL. 24, No. 22 WASHINGTON, D. C., MAY 31, 1943 $5.00 A YEAR—15c A COPY

FCC Refuses to Postpone Network Rules

ero Hour Set for 12:01 a.m. June 15; Only Hope Now Rests in Congress

ERO HOUR for enforcement of the FCC's far-reaching net-rk regulations was set at 12:01 a.m. Tuesday, June 15 by e FCC at a special meeting last Friday after it had rejected ractically all proposals of any substance for modification or laxation of the rules.

Despite complexities which have veloped since the Supreme Court May 10 sustained the FCC's im to broad authority to regu-e business aspects of broadcast-, and went far beyond, the Com-sion concluded that no further stponement of the effective date uld be sanctioned. Several minor endments to the regulations re authorized, but proposals ving to do with fundamental nges were swept aside at the cial meeting.

Congress Last Hope

The networks themselves were igned to operation under the es, with dire predictions made their long-range effect upon the lity of the industry to continue k service. They placed their only e for salvation in the efforts of industry to convince Congress the need for new legislation in light of the far-reaching court ision turning over to the FCC ost limitless control over all ses of broadcasting.

Mutual last Thusrday sent to its liated stations a letter altering tracts in conformity with the ulations as written. NBC and S both planned to contact their liates promptly, reducing con-cts to the terms of the regula-ns and proposing network time ments in the four brackets spe-ed in the rules. BLUE has called meeting of its station planning advisory committee in New k this Wednesday, to cover rations geared to the regula-ns. All contracts for network e are protected for their dura-, so no immediate upheaval or cernible changes are expected.

Balked at every turn, the net-ks were not disposed to press new legislation and this battle be carried on by the industry er NAB auspices. Hearings, irman Wheeler (D.-Mont.) an-nced last week, will be sched-d in late June before the full In-terstate Commerce Committee on the White-Wheeler bill to reorganize the FCC. The date will be set by June 15.

Observers outside of radio see a major political issue looming over the Supreme Court decision, with freedom of the press inevitably drawn in. It appears destined to become an issue in the forthcoming Presidential campaign, with portents already evident of a drive for a Constitutional amendment, guaranteeing freedom of the media of expression and designed to "repeal" the Frankfurter opinion.

The general view was that the effects of the regulations would not be felt for some weeks, even months. It was thought that most stations would cling closely to their present network affiliations, on a sort of gentleman's agreement basis. Once the break comes, it was predicted, with an important account shifting from one network to a non "first call" affiliate, the raid will be on.

Appeal Doubtful

The networks do not propose to seek a Supreme Court rehearing since the chances of favorable action are practically nil. Similarly, there is no thought of seeking stopgap legislation at this time, though that may come after the hearings get under way in the Senate. There are prospects of legislative activity in the House, too, where reorganization legislation is pending.

The FCC, at its meeting last Friday, cleared up the network regulation slate by summarily denying several important suggested changes in the rules and by approving several innocous changes of little real importance. The Commission:

1. Amended Rule 3.103 to allow stations and networks a six-month period prior to commencement of the mandatory two-year affiliation contracts in which to enter such a contract, understanding or arrangement, in lieu of the 120-day period originally specified.

2. Denied requests that option time be called on less than 56 days notice. [Suggestions had been made that the 28-day call now prevailing be restored or some intermediate period specified.]

3. Ruled that option time segments will be based on local time rather than Eastern Time across the country. [CBS had sought a ruling in favor of EWT to prevent confusion because of the time zone differentials.]

4. Refused to distinguish between national and regional networks. [Yankee Network, through John Shepard 3d, had sought allocation of one hour per segment exclusively for regional networks over and above national network time, which was refused.]

5. Extended the application of Rule 3.106 dealing with network ownership of stations to apply to regional networks. The final draft of the regulations of Oct. 11, 1941, specified that this rule would apply to the national networks in order to permit the orderly disposition of properties.

First Refusal

The FCC action followed the series of informal conferences by FCC Chairman James Lawrence Fly with representatives of the networks, as well as the NBC planning and advisory committee. Following the sessions, hopes had been expressed that some of the more drastic regulations would be modified.

Other members of the FCC had not been contacted, and the whole subject of the regulation had not

(*Continued on page 44*)

Full text of FCC order issued last Friday modifying certain of the network regulations on page 49.

MBS Altering Its Contracts To Conform to FCC Net Rules

MBS ON MAY 28 notified its affiliates that, on June 14 or whatever date the FCC puts its network regulations into effect, the contracts of the stations with Mutual will be modified, so as to eliminate any conflicts between them and the new rules. The letter is the first such notice to be issued by any of the major networks, although the others will probably send similar communications to their affiliates in the near future.

Mutual's letter states that the modifications will bring the station-network contracts into line with regulations 3.101 to 3.105 inclusive. These rulings prohibit exclusive network affiliation of stations and territorial exclusivity of network programs for stations, guarantee the stations' right to reject network programs, limit the term of station-network contracts to two years, and prohibit the option of more than three hours of any of the four parts the broadcast day (8 a.m. to 1 p.m. 1 to 6 p.m., 6 to 11 p.m. and 11 p.m. to 8 a.m.) to a network.

On the last point, MBS specifically releases its option on the Sunday evening periods between 8 and 8:30 and 10:30 and 11 to avoid optioning more than three hours of the Sunday evening time. Mutual points out, however, that the rules do not "restrict or prevent a station from voluntarily accepting network programs outside of option time."

The letter requests stations to give confirmation that after the rules go into effect "commercial programs accepted by your station will be guaranteed for the duration of the commercial contract," pointing out that this is consistent with the commission's regulations.

Letter follows in full text:

"Your affiliation contract with the Mutual Broadcasting System is hereby modified so as to eliminate any and all provisions conflicting with regulations 3.101 to 3.105 both inclusive of the Federal

(*Continued on page 46*)

Facts Sought on Retailer Broadcast

Will Be Basis For NAB Retail Promotion

A NATIONWIDE picture of radio-retailing will be developed by the Retail Promotion Committee of the NAB from questionnaires sent to all broadcast stations. The industry's retail promotion plan to be put into operation next fall through a $125,000 fund will be based largely on facts gathered from the questionnaires.

While the Retail Promotion Committee, headed by Paul W. Morency, WTIC, Hartford, goes ahead with its plans for the NAB project, the questionnaires will be analyzed by Sheldon R. Coons, New York business counsel retained by NAB as special consultant for the promotion plan.

First Complete Study

Lewis H. Avery, NAB Director of Broadcast Advertising, says that the information is designed to provide for the first time a complete picture of the radio-retail situation. The facts gathered will be used in the NAB campaign to develop use of radio by retailers.

A series of penetrating questions will go right to the heart of the retail problem. The questionnaire is divided into two questions: One, statistical data; two, "these are the topics we would like you to write us about." The NAB thus hopes to develop a promotion campaign to teach retailers about radio and to teach radio about retailing.

The statistical portion of the questionnaire was worked out in cooperation with the Harvard University Business School in its study of retail radio advertising [BROADCASTING, May 3]. This material will be submitted to Professor C. H. Sandage, visiting professor of business research, Harvard, and will also be used by Mr. Coons in his preparation of a retailing presentation.

Statistical questions will seek information on the number of advertisers who used stations in May, 1943 with breakdowns covering local, spot and agency servicing along with number of all advertisers. Relative importance of local time and talent sales are covered, with percentage of local revenue received from special announcements (including programs sponsored by local advertisers).

Hair Down Queries

One question seeks percentage of total revenue from local advertisers classified by various types of programs. Another covers religious broadcasts. Information on rates is sought in a simplified series of questions. The final item of the statistical questionnaire asks 1942 total income from local time sales.

High hopes are held for the expected answers to questions in the second portion of the questionnaire —a let-your-hair-down list of suggested topics. Stations are asked to tell the whole story about their most important retail account, including amount of time used, how long on the air, reasons for any increase in time bought and result of radio advertising.

"What about the program?" asks section No. 2. Reasons for successful radio selling are sought along with samples of program scripts and commercials.

The negative side is also sought in detailed reasons for failures. Stories are sought on cases where broadcast has enlarged the trade area or opened up an entire new class of trade for the retailer.

Controversial questions such as best time of day and types of merchandise successfully sold are included in another topic relating to technique of salesmen in their experiences in selling radio to retailers.

Best talking points are to be revealed in answers to this portion of the questionnaire. Merchandising aids, use of agencies, cooperation with stories and methods of deciding how radio is to be used are among other topics.

Contracts and package transcriptions provide subjects for discussion. Recent war experiences wind up this portion of the questionnaire which asks how many new retail accounts have been obtained since war began and how many have been lost.

Committee Members

Members of the Committee directing the retail promotion plan are: Paul W. Morency, WTIC, Chairman; Robert E. Bausman, WISH; Gene L. Cagle, KFJZ; William Crawford, WOR; Dietrich Dirks, KTRI; John Esau, KTUL; Kenneth K. Hackathorn, WHK-WCLE; Arthur Hull Hayes, WABC; Walter Johnson, WTIC; C. L. McCarthy, KQW; John M. Outler Jr., WSB.

Members of the Advisory Committee of Time Buyers on study of purchase of radio time are: Charles T. Ayers, Ruthrauff & Ryan; Carlos Franco, Young & Rubicam; Thomas H. Lynch, Wm. Esty Co.; William B. Maillefert, Compton Adv.; J. James Neale, Blackett-Sample-Hummert; Linnea Nelson, J. Walter Thompson Co.; Lou J. Nelson, Wade Adv. Agency.

Members of the Advisory Committee of Promotion Executives on study of merchandising of retail radio programs and on sales promotion are: M. F. Allison, WLW-WSAI; Charles B. Brown, NBC; Thomas D. Connolly, CBS; Joseph Creamer, WOR; B. J. Hauser, BLUE.

Members of the Advisory Committee of Program Managers on study of the elements of a successful radio program are: Harold L. Fair, WHO, Chairman; William J. Adams, WCHS; Robert L. [illegible] nett, WHAS; Douglas Co[illegible] CBS; Clarence L. Menser, N[illegible] Herbert C. Rice, WGR-WK[illegible] Ray Shannon, KQV; M. T. W[illegible] liams, WSPD.

Members of the Advisory C[illegible] mittee of Sales Managers on st[illegible] of station services to retail ad[illegible] tisers are: John M. Outler [illegible] WSB, Chairman; Frank R. Bo[illegible] WBZ; Donald D. Davis, WB[illegible] Dietrich Dirks, KTRI; George [illegible] Drey, NBC; Arthur Hull Ha[illegible] CBS; William F. Malo, WDRC.

Rock Granted Leave

JAMES B. ROCK, manager of KDKA, Pittsburgh, who was granted a leave of absence May 2, last week was commissioned a captain in the Communications Division of the Marine Corps. He reports for active duty June 1 at New River, N. C. Joseph E. Baudino, former assistant to the manager of Westinghouse Radio Stations Inc. at Philadelphia, has succeeded Capt. Rock at KDKA. Capt. Rock's family has removed to Jacksonville, Fla., to reside with Mrs. Rock's mother for the duration.

Leaf Gum Program

LEAF CHEWING GUM, Chicago, has started its first radio campaign in Chicago with a five-minute program on WCFL and numerous minute spots on WMAQ, WENR and WJJD. Agency is Bozell & Jacobs, Chicago; Nathan E Jacobs, account executive.

Staff Changes at 'Broadcasting'

WITH THE Army induction of Norman R. Goldman, business manager of BROADCASTING, Maury H. Long, advertising manager headquartered in New York, has transferred to Washington executive offices as advertising manager, with added business office responsibilities. S. J. Paul, Chicago bureau manager, on July 1 moves to New York as assistant advertising manager, and K. Robert Breslau, assistant to Mr. Goldman, has been named advertising production manager in Washington.

Mr. Goldman reported to Fort Meade, Md., induction center May 31. He has been business manager for the last three years, having joined BROADCASTING in 1936 in the business office. Prior to that he was sales promotion manager of WLS, Chicago. Mr. Long also joined BROADCASTING in 1936, serving in Washington in both editorial and advertising capacities before taking over the New York assignment a year later. Three years ago he was made advertising manager, headquartering in New York.

Mr. Paul joined the magazine in 1940, serving in the New York bureau, and in July, 1941 took over the Chicago assignment. Mr. Breslau, formerly with the Joseph Katz Co., Baltimore, joined BROADCASTING in 1941.

Bus Barton, of WLW Killed Near Guadalcan[illegible]

FIRST PERSON from WLW [illegible] lose his life in the present wa[illegible] Bus Barton, a member of the W[illegible] *Boone County Jamboree* before [illegible] enlisted. Word of his death h[illegible] just been received at WLW fr[illegible] his mother, Mrs. Clarence Go[illegible] win, who lives at Decatur, Ill. H[illegible] message revealed that Barton w[illegible] killed in action while serving a[illegible] tail gunner in a Marine plane [illegible] Guadalcanal.

Lt. Chandler a Prisone[illegible]

LT. BARRON CHANDLER, N[illegible] former member of NBC's g[illegible] staff, who was unofficially repor[illegible] missing in action last year, i[illegible] prisoner of the Japanese, acc[illegible] ing to a message sent by the I[illegible] Cross to his mother, Mrs. J[illegible] W. Hill. In a letter to Niles Tr[illegible] mell, NBC president, Mrs. H[illegible] stated that the Red Cross infor[illegible] her that he was taken captive w[illegible] the fall of Corregidor.

Miner Held by Jap[illegible]

JOHN S. MINER, assistant s[illegible] buyer of Dan B. Miner Co., L[illegible] Angeles, and now a major in t[illegible] Army, is a Japanese prisoner, a[illegible] cording to official information r[illegible] ceived by his father, head of t[illegible] agency. Maj. Miner was statio[illegible] in the Philippines where he w[illegible] sent in June, 1940. Mr. Miner h[illegible] heard from his son in March, 19[illegible]

Rem-Rel Placing

MARYLAND PHARMACEUTI[illegible] CAL Co., Baltimore, has also started to place business for [illegible] fall campaign, with the purchase of five five-minute night pe[illegible] weekly for Rem and Rel, for a 2[illegible] week period. Agency is Joseph K[illegible] Co., Baltimore.

Soup Test

BARKER FOOD Co., Los Ange[illegible] (dehydrated soup), new to radio, a two-week Southern Californ[illegible] campaign which ended May 2[illegible] used a series of daily spot a[illegible] nouncements on KFI and KE[illegible] Agency is Erwin Wasey & Co[illegible] Los Angeles.

WDLP, Panama City, Fla., [illegible] week granted permission by the F[illegible] to increase night power from 10[illegible] 250 watts.

Department Stores Can Make Radio Pay

Concentrated Promotion of Items Key to Profitable Selling

By JOHN A. GARBER
Advertising Manager
Strawbridge & Clothier, Philadelphia

SEVERAL YEARS ago the writer spent a good part of a year analyzing the broadcast advertising activities of some 92 department stores across the country. It was apparent from the results reported that they were not using radio successfully or intelligently in most cases, and that radio was evidently not doing the right kind of a selling job for the department stores. This paper will attempt to show that radio can do a resultful job for the stores if handled properly.

The entire radio-department store relationship cannot be analyzed in so short an article, but certain obstacles can be analyzed, obstacles that make it difficult for the average department store and radio to walk the flowery path together.

Radio Can Pay

Let me make my stand clear at the outset by stating unequivocally that I believe radio can be used successfully by department stores, and that radio will and should have a considerably more important place in the department store advertising budget.

But let me say unequivocally, too, that for all the research and study I have seen, I have never found a department store doing a truly important, *resultful job on radio as evidenced by sales returns relative to total sales, or by expenditures relative to total publicity outlay.*

There are isolated cases, but I think if the broadcast advertising activities of these stores are analyzed, it will be found that they are relatively unimportant compared to the *total* publicity job. The figures still show that newspapers take some 3½% of the typical store's sales, and radio about .07%. The fact stands that few stores really check *carefully* the results of radio publicity and that few stores use radio for other than supplemental advertising.

Now, faced as radio is in this field by a rather bleak picture, it must decide once and for all if it wants its share of the department store's advertising dollar—some 75 to 100 million of them nationally—and decide whether the long missionary and selling job which still must be done to get radio's share of that dollar is worth while.

I have heard many radio men state flatly that they were not interested in department store business, that it was more trouble than it was worth. Yet in the same city the major stores were spending 3 to 4 million dollars on publicity, the bulk of it in local newspapers. I would think that radio, for all of its national windfalls, would welcome a good share of this heavy local department store expenditure.

Reasons for Failure

Most radio people, however, have indicated a very real concern regarding this lost sales potential, so it is imperative that the department store broadcast advertising situation be studied carefully, and that an attempt be made to find out why radio (a notably successful industry) has been so notably unsuccessful in selling the department store (also a rather successful industry), and in *all frankness* to find out why radio has been also notably unsuccessful in producing substantial results for a great many of the stores that have used it.

We can put our fingers on a number of reasons: (1) Lack of intelligent approach to programming and timing by both stores and stations. (2) The charge-back system by which the buyer or divisional man is in the last analysis responsible for his publicity expenditures as well as sales, and his consequent refusal to take a chance on radio. (3) Failure of stores to give programs adequate time to take. (4) Failure of stores to expend enough of their publicity budget on good

MR. GARBER

national programs practically throughout the day. (5) Lack of understanding of radio by store advertising men trained in visual media. And there are many others, any one of which is enough to frighten a research man away from the subject.

But I believe the problem goes far deeper than any of these superficial reasons would indicate, deep into merchandising practices of the stores—in fact, into the very make-up of the department store as a merchandising entity.

Typical Store

Most organizations with which radio deals sell one thing or a relatively limited group of related things. Perhaps it is a great national manufacturer's branded item, perhaps it is a local credit jeweler's credit. If their sales volume for a given product or service is large enough to warrant extensive publicity, the entire advertising expenditure can be devoted to driving home the story of that one product. This means broad coverage with sufficient repetition to influence a sizable portion of the market.

A large department store, on the contrary, has literally hundreds of thousands of items to sell, divided into scores of merchandise classifications. It is a multi-item operation and derives a relatively minute percentage of its total sales from any given department, and so much less from any of that department's score or hundreds of items. There are exceptions in the departmental breakdown, but let us take a look at a typical picture.

A typical store doing about 7 million dollars, normally operates between sixty and eighty departments. Of these departments it is notable that the largest does no more than 5% or less of the store's total business, and the smallest 2 or 3/10% of the total business. Thus, although the store itself does some seven million dollars in volume and expends some three hundred to four hundred thousand dollars a year on publicity, the largest single department or selling entity does something less than $350,000 worth of business, with a total publicity expenditure of about $17,000 (only about two-thirds of which is available for media purchases). The smallest department does only $14,000 in sales over the year and devotes only some $700 for its publicity.

To complicate this situation further, the average item which the typical department has to sell is backed by from little more than a few dollars' worth of stock to several thousand dollars' worth of stock, which means that the total expectancy during a turn is necessarily limited, and expenditure must be governed accordingly, even though it is absorbed by the entire department's business for a given period.

Compare this to the national product or item which of itself is backed sometimes by millions of dollars' worth of processed or unprocessed stock and where expenditure on the selling story for a given product is accordingly tremendous.

Although this policy may be criticized or condemned, the department store merchandising job *is based on item promotion*, and a number of decades' experience, trial and travail have brought about this practice. People come to one store in preference to another *primarily* because the favored store has merchandise (items) which the customer wants. The store's job is to prove that it has the desired merchandise and to tell that fact unceasingly *by advertising specific items of desired merchandise.* A store may have a beautiful building or central location, or a fine dining room, or pleasant personnel, but unless that store has on its shelf desired items, and unless that store tells this fact to the public, its competitors will get the trade. I think you will find few exceptions to this rule.

Appeal Concentrated

Just as in the national field the American Tobacco Co. attempts to sell and advertise Luckies, *not* the American Tobacco Co.; and General Foods sells and advertises Jello, *not* General Foods, so in the local field Blank's Department Store must sell and advertise its $1.98 slip or a $2 shirt or some other item and *not* (other than

(*Continued on page 34*)

ONLY a small group heard an outstanding breakfast talk at the recent NAB War Conference—a talk that throws new light, and plenty of it, on the department store problem. Speaker was Mr. Garber, and those who heard him left with the feeling they had been given an important message. 'Broadcasting' felt that way too. Mr. Garber sets down herewith his views on how a big store should use radio. He is author of "Survey of Broadcast Advertising, 92 Department Stores", a project which grew out of his research at the U. of Pittsburgh Research Bureau for Retail Training. His education includes Harvard and U. of Wisconsin. He went to Boggs & Buhl, Pittsburgh, from college, then moved to Gimbel Bros. where he stayed until Pitt called him to teach. He is a Navy reserve officer slated for early duty.

Byrnes Heads U.S. Super-Cabinet

Complete Control Over Home Economy Now In Committee

TOTAL power over the entire war effort on the home front rests in Justice James F. Byrnes as a result of the order issued last Friday by President Roosevelt setting up the Office of War Mobilization. Judge Byrnes resigned as Economic Stabilization Director to take the new post.

The new super home front office is designed "to streamline our activities, avoid duplication and overlapping, eliminate interdepartmental friction, make decisions with dispatch and keep our military machine and our essential civilian economy running in team and at high speed," the President said in announcing the Executive Order.

Effect of Order

Conceivably the board can take a hand in matters affecting the FCC, according to terms of the order, should Commission matters relating to the war effort come before it. The order specifies, for instance, that the office is empowered "to issue such directives on policy and operations to the Federal agencies and departments as may be necessary to carry out the programs developed, the policies established and the decisions made under this order." These agencies are required to execute OWM directives.

Heads of Federal agencies may be requested to participate in deliberations of the OWM when matters affecting them are under consideration. They are required to supply necessary data requested.

A practical broadcaster, Walter J. Brown, vice-president of WSPA and WORD, Spartanburg, S. C., is an assistant to Justice Byrnes. It is understood he remains with him in the move to OWM. Mr. Brown assumed his duties April 1 on leave from his broadcast post.

Judge Fred M. Vinson, of Kentucky, a member of the U. S. Circuit Court of Appeals, was named to succeed Judge Byrnes as director of the Office of Economic Stabilization. Judge Vinson was a member of Congress 14 years, eight years of that period on the House Ways & Means Committee, where he was considered an expert on taxation.

Members of the OWM beside Judge Byrnes are Secretary of War Stimson, Secretary of the Navy Knox, Chairman Harry Hopkins of the Munitions Assignment Board, WPB Chairman Nelson and Judge Vinson. Size of the board was kept small, according to President Roosevelt, "so that it can function most effectively."

Scope of the OWM activity includes direction of policy and unification of the work of war agencies concerned with production, procurement, transportation and distribution of military and civilian supplies, materials and products. It is assumed that many WPB problems will come under OWM's scrutiny, but impact of this authority over present WPB methods and policies cannot yet be determined.

Not Included

Apparently outside the grand board of strategy for the home front were Paul V. McNutt, chairman of the War Manpower Commission; Elmer Davis, director of the OWI; Prentiss M. Brown, OPA chief, as well as Harold L. Ickes, solid fuels and petroleum coordinator, and William Jeffers, in charge of the rubber program.

Appointment of the super-agency for the home front followed movements in Congress to reorganize government agencies in a variety of ways, ranging from the establishment of a separate agency to protect civilians, to appointment of a single "czar".

First reaction among capital observers was that the new organization would not likely interfere with the operation of present agencies with which radio is accustomed to deal. In all likelihood, all these organizations, including the embattled OPA, will continue, with OWM serving as official policy maker to hand down their operating orders.

At a news conference, Judge Byrnes said OWM will have nothing to do with specific controversies involving, for example, prices fixed by OPA since such matters would come before the Director of Economic Stabilization. Justice Byrnes was scheduled to deliver "an important radio speech" from his Spartanburg home May 31 at 7 p.m. The BLUE network arranged to broadcast the speech.

Fair Employment Order Is Issued by President

FULL utilization and training of manpower in and for war production without discrimination because of race, creed, color or national origin is sought in an Executive Order issued Friday by President Roosevelt. The order specifies that all contracting agencies of the Federal Government include in all future contracts a provision covering fair employment practices. Similar measures were ordered for all Federal agencies involved in vocational and training programs.

The President's order directs the Committee on Fair Employment, credited thereby, to recommend to the chairman of the War Manpower Commission steps to bring about full utilization and training of manpower without discrimination. The committee is headed by Msgr. Francis J. Haas, dean of the School of Social Science, Catholic U.

LT. KNODE ON FURLOUGH

RADIO'S first war hero, Lt. Thomas E. Knode, who received the Distinguished Service Cross for extraordinary heroism in action, returned to his home in Washington last weekend on a 30-day furlough. Still on crutches, with his right ankle in braces, but optimistic about regaining the use of his foot, the former NBC Washington news editor was greeted by his wife and three daughters, the youngest of which was born last September while he was on duty in the Southwest Pacific.

Weakened by malaria and wounded in the leg and ankle during an attack on Buna Village, Tom was hospitalized first in Australia and later in the Percy Jones General Hospital at Battle Creek, Mich. Although the leg wound is now completely healed, a strep infection lodged in the ankle bone kept him in the hospital for six months.

Lt. Knode was called to active duty March 1942 as a reserve second lieutenant. He was cited for conspicuous bravery in action near Buna, New Guinea, on Dec. 5, 1942. Though wounded, he continued to lead his platoon in the attack. After another bullet shattered the bones of his foot, he still refused to be evacuated until he had given final instructions to his men.

Tom twice had been offered desk

LT. KNODE

public relations jobs because of his radio news experience, one in the Radio Branch of the War Dept. Bureau of Public Relations and another on Gen. MacArthur's public relations staff. He turned them both down. "I'm a soldier and I want to fight this war on the battlefield, not at a desk," he declared.

After a month at home, Lt. Knode will report back to the Percy Jones General Hospital. Future plans depend on the condition of his ankle bone in which the strep infection is now inactive.

Phone Companies Continuing Drive

Schedules of Announcements On Toll Calls Similar to 194

FOR THE SECOND YEAR, companies of the American Telephone and Telegraph Co., New York, are conducting state campaigns to urge limited use of long distance calls and other measures to conserve telephone services for wartime needs. Drive, which started in April, is similar to that of last year, when associated companies of AT&T used a total of some 600 stations for this purpose [BROADCASTING, July 20, Aug. 10]. While over-all figures on the national total of stations and announcements involved in the current campaign has not yet been disclosed by AT&T, details available on several state drives indicate that schedules are running on a scale similar to that of 1942.

Other Campaigns

In addition to the New York Telephone Company's 13-week campaign on 12 New York state stations [BROADCASTING, May 17], Southern New England Telephone Co., New Haven, through the same agency BBDO, is using transcribed announcements on almost all outlets in that area.

Michigan Bell Telephone's drive entails the use of live announcements on 13 stations. N. W. Ayer & Sons, Philadelphia, handles this account as well as Illinois Bell Telephone, which is using a total of 28 stations—13 in Chicago, and the remainder down state.

Nathan L. Nathanson

NATHAN L. NATHANSON, 57, vice-chairman of the Board of Governors of the Canadian Broadcasting Corp., died in Toronto May 27. Mr. Nathanson was prominent in the entertainment field, having formed General Theatres Corp., Ltd. in 1941, serving as president of that firm and also of General Theatres Investment Co. He was formerly president of Famous Players Canadian Ltd., serving as managing director until 1929, and returning as president in 1933. He leaves a widow, two daughters and a son.

Dietaids Debut

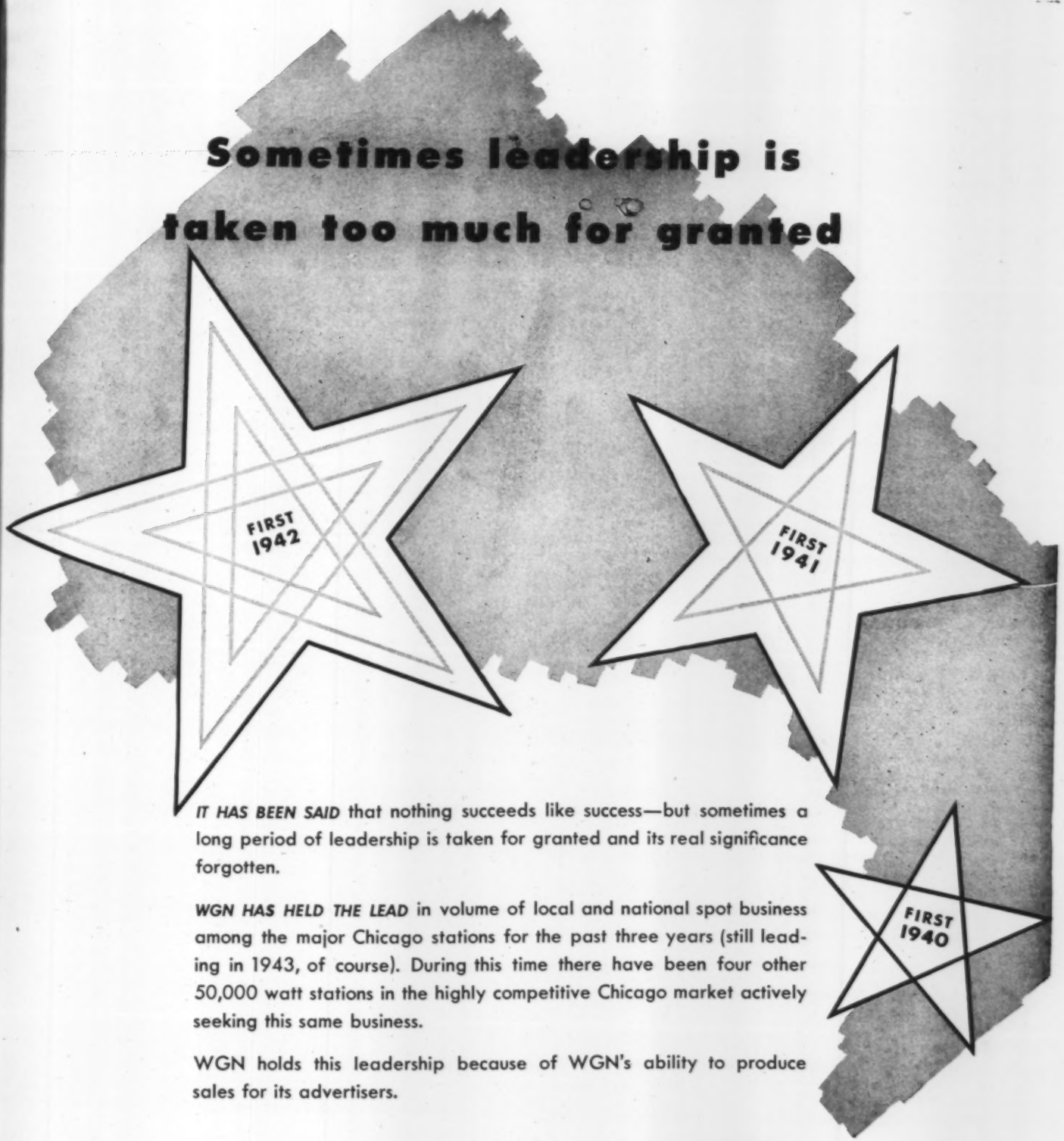
AMERICAN DIETAIDS Inc., New York, recently entered radio for the first time for Enrich tonic with a test campaign of live spot announcements on WTRY, New York. Agency is Small & Seiffer, New York, firm also handling Dietaids test for Souplets [BROADCASTING, April 26].

WNBH Joins Blue

WNBH, New Bedford, joins basic BLUE July 1, bringing the total of BLUE affiliates to 155. Owned by E. Anthony & Sons, Inc., the station operates with 250 watts on 1340 kc. Evening network hour rate is $80.

XUM

Sometimes leadership is taken too much for granted



IT HAS BEEN SAID that nothing succeeds like success—but sometimes a long period of leadership is taken for granted and its real significance forgotten.

WGN HAS HELD THE LEAD in volume of local and national spot business among the major Chicago stations for the past three years (still leading in 1943, of course). During this time there have been four other 50,000 watt stations in the highly competitive Chicago market actively seeking this same business.

WGN holds this leadership because of WGN's ability to produce sales for its advertisers.

A Clear Channel Station

CHICAGO
50,000 WATTS

WGN

ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

Stauffer Explains 'Uncle Sam' Action

25 Protests Received, Latest From West Virginia Network

OFFERING assurance that OWI is still mindful of the financial problems of radio stations, Donald D. Stauffer, chief of the Radio Bureau, explained last week that *Uncle Sam* was withdrawn from local sponsorship after OWI decided the treatment a majority of stations could give it as a sustaining program did not justify the expense of production.

Answering a protest from John J. Laux, manager of WSTV, Steubenville, O. [BROADCASTING, May 24], Mr. Stauffer said less than one quarter of the stations carrying *Uncle Sam* had it sponsored. He said the remainder were unable to give it their best available time.

Minority Benefited

"We are appreciative of the magnificent part American radio stations are playing in the prosecution of the war," Mr. Stauffer wrote. "However, we cannot neglect our primary job here, and that is the dissemination of war information, making the most efficient use of the facilities offered us by the industry."

Mr. Stauffer said it has been difficult to evolve a pattern acceptable to all, and that OWI had been unaware of dissatisfaction with the series until the Chief of the Station Relations Division made a nation-wide swing recently, talking to more than 400 war program managers.

He said it appears that *Uncle Sam* has worked only to the advantage of a minority, "but the fact that we are cancelling *Uncle Sam* does not mean we will stop looking for a solution to the problem of additional revenue for stations."

An OWI official said last week that about 25 protests had been received by the Radio Bureau as a result of the withdrawal of *Uncle Sam*. Among them was a letter from Howard L. Chernoff, managing director of the West Virginia regional network, comprising WCHS, Charleston; WBIK, Clarksburg; WPAR, Parkersburg, WSAZ, Huntington.

Noting that *Uncle Sam* was sponsored on the network by a firm that had never before used radio, Mr. Chernoff enclosed brochures illustrating his organization's efforts to build an audience for the series. "I must confess that I was one of the earliest gripers about the *Uncle Sam* show," he wrote, "but I think its interest has been stepped up." Pointing out that the revenue from *Uncle Sam* supplanted some lost since Pearl Harbor, he concluded "anything you can do to remedy the situation which means the loss of four contracts, will be appreciated."

HISTORIC FIRST sponsored broadcast by N. Y. Philharmonic Symphony was anticipated at a party attended by representatives of the program sponsor, U. S. Rubber Co., and CBS network carrying concerts. (L to r): Paul Hollister, CBS vice-president in charge of advertising and sales promotion; Thomas H. Young, director of advertising, and Eric Burkman secretary, U. S. Rubber; and Carl Van Doren, historian, who presides over "Our American Scriptures," intermission spot.

OWI to Terminate Subsidy For Alaskan, Other Outlets

Overseas Branch to Let Contract Lapse for Paid Time Used for Entertainment of Troops

OWI WILL terminate its contracts for the purchase of time from eight outlets in Alaska, Hawaii and Puerto Rico when the agreements expire June 30, it was announced last week. The stations, four in Alaska, three in Puerto Rico and one in Hawaii, have been used by the Overseas Branch since Oct. 1, to transmit news and special events programs to servicemen [BROADCASTING, Oct. 1].

Decision to drop these special efforts to bring programs to troops, it was explained, is in line with the Overseas Branch policy of concentrating on civilians of friendly, allied and enemy powers. In recent weeks, OWI has transferred to the Army Special Service Division an increasing portion of the job of bringing news to men overseas [BROADCASTING, May 3].

New Plans Studied

New arrangements to bring entertainment to troops in the territories are being considered by the Special Service Division. What form this will take has not yet been determined, the War Dept. said. Use of radio has not yet been ruled out, however.

Officials of the War Dept. reported that officers of the Army's Special Service Division, which handles broadcast of programs to troops, will survey the situation. Through some means, broadcast material will continue to reach the troops, it was stated officially, and an Army plan will be decided on before OWI suspends its activities in these areas on July 1.

To this end, the War Dept. said, two officers are already enroute to Alaska and another to Puerto Rico to survey the broadcast media. A man will also be sent to Hawaii.

The OWI arrangement, which provided for a minimum of eight hours daily on each of the stations at an average cost of $1,000 a month each, was originally worked out by Murry Brophy, chief of the Bureau of Communications Facilities under Robert E. Sherwood, associate director of OWI in charge of the Overseas Branch. Officials of Army public relations, radio and communications cooperated.

Budget Worries

Under the arrangement, programs of the four major networks were relayed by shortwave and transcription to the stations. Outlets involved are: KFAR, Fairbanks, KINY, Juneau, KTKN, Ketchikan, KFQD, Anchorage, in Alaska; KTOH, Lihue, Kauai, Hawaii; WIAC WNEL WKAQ, San Juan, Puerto Rico. A new network of Army-owned low-power transmitters has been installed in Alaska to blanket the territory.

Termination of the arrangement in no way reflects dissatisfaction with the stations, OWI said. Officials repeated that Elmer Davis' policy is to leave relations with the troops in the hands of the military whenever they are prepared to handle the situation. To that effect, Mr. Davis told the Senate Judiciary Committee recently [BROADCASTING, April 26] that the Army Special Service Division was rapidly taking over arrangements to send news overseas.

A further reason for the decision to curtail services to troops is believed to be Congressional criticism of the Overseas Branch for these activities. With OWI now before Congress with its 1944 budget, retirement from work which exposes the organization to attack is considered opportune by some officials.

ALL SECTIONS of Standard Rate & Data Service will be adjusted to uniform, compact, brief-case size, effective with July edition. Radio Advertising Rates & Data will be changed in name only, the Service announced, to "Standard Rate & Data Service—Radio Section".

Latin Broadcast On Network Bas

CIAA Sends Same Progra South on Several Beams

TO GAIN better coverage for programs to Latin America, the Office of the Coordinator of Inter American Affairs has announced that beginning July 1 it will broadcast all of its programs on stations simultaneously. Programming will be divided between NBC and CBS on an hourly basis, with CBS programming the odd hours and NBC the even ones. Schedule running from 5:30 p.m. to 2:30 a.m. daily, starts with a half-hour of news shortwaved by CBS and from then on alternates with solid hours of programs from each network.

Under the new schedule American shortwave transmitters will be linked for better coverage as follows: WCDA and WRUW will broadcast in Spanish beamed at Mexico; WRUS and WRUL in Spanish beamed at Central America, and WNBI, WBOS and WGEI in Spanish to South America. Portuguese programs will be beamed to Brazil from WCDX, DRCA and WGEA.

Better Coverage

On the West Coast, KWID, KGEI and the newly completed KWIX will all broadcast in English to the countries to the south of the United States, with KGEI which has been supplying programs to KWID for simultaneous broadcast, now serving as the program source for all three stations.

Plan, which will cause some reduction in the total number of individual programs beamed to Latin America but which CIAA expects to result in better coverage for all of its programs, is an extension of previous cooperation between the shortwaves, under which WCBX and WRCA broadcast the same programs under alternate origination with so much success that the idea has been extended to the entire United States shortwave setup, the CIAA explained.

COAL DISC DRIVE MAY BE EXTENDED

RESPONSE to the Interior Dept.'s offer of transcriptions for dealer sponsorship of the "Order Coal Now" campaign [BROADCASTING, May 24] has been so good that an increase of the original order for 300 pressings of the series by another 100 is being considered.

A number of stations have wired and written to Interior's Radio Section asking that transcriptions be sent to local coal dealers. Some said they planned to contact dealers personally about the discs. Others asked that the transcribed series of spot announcements and brief musical and dramatic programs be sent directly to them, rather than to dealers in the locality, since their commercial managers had already arranged for sponsorship by coal retailers.

BALTIMORE
AND THE FUTURE

GREAT INDUSTRIAL CENTER

Let's look at the trend--for, while year by year figures may be deceptive and illusory, a twenty-five year trend writes a record that cannot be denied.

Forget all about Baltimore's great war-boom and go back to 1938. Fortunately, complete statistics are available for the quarter century from 1914 to 1938. Let's compare the vital indices for Baltimore, New York, Philadelphia, and Boston.

Take the *number of manufacturing wage earners.* In most eastern cities, the twenty-five year span showed an actual *decrease*—New York had 11.5% fewer; Boston had 20.5% fewer; Philadelphia had 12.3% fewer; but Baltimore actually had 31.7% MORE!

In value of products manufactured, and in manufacturing payrolls, all cities showed some increase, but none comparable to Baltimore where the figures were more than TRIPLED over the 25-year period!

And while it has been customary to mourn the demise of the wholesale business, Baltimore's wholesale trade actually more than DOUBLED during that period.

The present "boom" is simply accelerating a 25-year trend—a trend that seems destined to carry Baltimore to even greater heights as a manufacturing center in the post-war world.

Number Two of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

WBAL
50000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

Revamping of OPA Demanded At Probe on Grade Labeling

Dr. Galbraith Attacked at House Subcommittee Probe by Lew Hahn, Head of the NRDGA

DEMANDS for internal reorganization of the OPA were voiced by members of the special House Military Affairs subcommittee investigating OPA grade labeling last week after five days of hearings in which businessmen denounced high officials for allegedly seeking to destroy brand names and advertising. Hearings were held under the Halleck Resolution (HRes-98) introduced in February by Rep. Halleck (R-Ind.) to investigate grade labeling and standardization.

With hearings scheduled to continue into this week, much of last week's testimony was devoted to OPA orders standardizing women's hoisery. At the conclusion of a session Thursday, Rep. Boren (D-Okla.), chairman of the investigating group, said he would seek a Steering Committee resolution asking the President for an internal reorganization of OPA.

Dr. Galbraith Attacked

Throughout the week business men leveled attacks on Dr. J. K. Galbraith, deputy OPA price administrator, accusing him of "using a temporary public office to foist his private theories." Lew Hahn, general manager of the National Retail Dry Goods Assn., said Dr. Galbraith, an assistant professor of economics from Princeton, once had written in a book: "The producer of branded goods has a monopoly . . . which discourages maximum production."

While OPA officials were getting a raking over before the Boren Committee, rumors were current last week that OPA itself was about to crack at the seams. At a special news conference Thursday, Price Administrator Brown denied his organization was breaking up, although he admitted that "the cost of living has gotten away from us."

A sharp fight within OPA between Dr. Galbraith and Lou R. Maxon, Detroit advertising executive serving as a dollar-a-year information chief over OPA policy, came to the fore with both threatening to leave unless the other was dismissed. Mr. Brown said Thursday he had not decided which to retain, but he admitted that the two could not be reconciled.

Mr. Maxon had chafed at policies of OPA economists, and demanded complete control of policy and personnel. Galbraith said that Maxon's proposals would ruin price control and result in inflation.

The fight before the Boren Committee last week was directed entirely against Dr. Galbraith and his staff. Clarke W. Tobin, vice-president of the Propper-McCallum Hosiery Co. said "a certain faction" within OPA which framed regulations "is striking at freedom of the press through an attempt to destroy brand names."

His position was echoed by Rep. Halleck, sponsor of the investigation, and a member of the committee. Rep. Halleck commented "when brand names and the need for advertising them are gone, the support of our free press will be withdrawn. He suggested the possibility that "the philosophy behind many of the OPA regulations is actually a concealed attempt to hamper the activity of the press and radio."

'Paying the Penalty'

Witnesses repeated their suspicions that the regulations were designed to abolish present free competitive merchandising methods rather than control prices.

The Committee did not reach grade labeling of foods until late in the week. Rep. Holifield (D-Cal.) said Friday that grade labeling was destroyed "by the force of a powerful canner's lobby" and that the public "is now paying the penalty for the dilatory proceedings of Congress for failing to act on the matter."

Grade labeling was also championed by Mrs. Roosevelt last week, when she told a news conference "there is nothing quite so valuable to the housewife as to put the exact truth on a label."

Capt. Lindow to Capital

CAPT. LESTER W. LINDOW, general manager of WFBM, Indianapolis, before he entered active military service, will report for duty in the Radio Branch of the Army's Bureau of Public Relations in Washington this week. He leaves his job as public relations officer of Camp Wolters, Tex., to become assistant to the executive officer of the Radio Branch. He will be in charge of program placement and will act as liaison with networks and advertising agencies.

WILLIAMS IS NAMED BY GEORGIA GROUP

GEORGIA broadcasters at a meeting May 22 in Macon elected Jack Williams, newspaper publisher and president of WAYX, Waycross, president of Georgia Broadcasting Assn. He succeeds Red Cross of WMAZ, Macon. Representatives of 26 of Georgia's stations were in attendance.

The meeting, one of the best attended in the history of the organization, included discussions led by officials from OWI, Office of Censorship and War Manpower Commission. Forums were conducted by James Woodruff of Columbus, member of the Board of Directors of NAB.

Other officers named by the broadcasters are John Tobola, WAYX, secretary-treasurer; Ray Ringson, WRDW, Augusta, vice-president. The new directors are John Outler, WSB, Atlanta; Hoyt Wimpy, WPAX, Thomasville; and Mr. Cross.

DON WILSON, NBC announcer on the weekly *Jack Benny Show*, has been signed for a role in the Columbia film, "Restless Lady".

OWI PLANNING BIG WOMAN WORK DRIVE

FIRST steps in a Government drive to recruit millions of women for war service jobs will be taken next week when stations broadcast announcements now being distributed to recruit girls for college-level technical training courses being given by the War Manpower Commission at colleges in labor shortage areas.

The training course recruiting drive, distributed by the Radio Bureau of the OWI is the first step in a great national campaign, involving every media.

With J. Walter Thompson Co., New York, the voluntary agency selected by the Advertising Council for the campaign, plans are moving ahead for a summer drive on radio, climaxed next fall by a saturation per-radio effort, combined with pressure from all other media.

Radio's assignment at present, OWI says, is to get girls with high school educations to enroll in specialized training courses, which equip them to work as scientists and technicians in war plants. The June issue of *Women's War Guide*, OWI publication for women's program directors will be devoted to information on this campaign. The *Guide* will go out beginning June 15.

Meanwhile spot announcements will be used the week of June 7 and again the following week. Training course recruiting will continue through the summer.

This drive, planned by Martin Sabatini of the OWI staff for William M. Spire, chief of the Allocations Division, at present envisions extensive use of all OWI facilities including the network allocation plan, network announcement plan, spot announcements, and the feature plan.

L-76 Tightened

AMENDMENT to Limitation Order L-76, restricting manufacture of radio tubes, was adopted by the WPB last week to prevent a breakdown of that order as a result of provisions of the recently adopted L-265. New amendment limits production of tubes to orders bearing a rating of AA-1 instead of the previous A-1-j. Order L-265 permitted manufacturers to fill orders with AA-4, thus opening the way for production of tube types banned by L-76 in its previous form.

ASCAP Demand Violates Consent Pact, Says NAB; Will Name Music Committee

REFUTING the claim of ASCAP that stations holding "per-program" licenses for use of ASCAP music must pay royalties on income from programs preceded or followed by spot announcements, NAB last Friday notified its membership that both the requirements of the ASCAP consent decree and the provisions of the per-program contracts preclude such a demand.

In a bulletin to members who have per-program commercial licenses, NAB gave its interpretation of the claims asserted in ASCAP's letter of May 18 to local station program commercial licensees [BROADCASTING, May 24]. Stations were advised that if ASCAP attempts to "press against any station the claims made in its letter of May 18 with respect to spot announcements or participating programs, the NAB should like to be advised of such attempt."

Committee to Be Named

NAB anounced it would soon appoint a music committee, made up of broadcasters, which will meet periodically for general consideration of all problems in the music field. This committee, the bulletin stated, will "sit down with ASCAP and thrash out interpretation of the ASCAP contracts."

After reciting the terms of the March 4, 1941 consent decree entered into by ASCAP, the bulletin stated ASCAP was forbidden the right to demand a license fee based on income from programs in which its compositions were not used, and was affirmatively directed to grant a license to broadcasters based only on the revenue from programs which actually use ASCAP music. Agreements subsequently made by ASCAP were, of necessity, in compliance with this decree.

Both by the requirements of the decree and the contract, NAB contended, ASCAP was limited to payment on commercial programs which use ASCAP music-programs on which the sponsor pays for the time, including participating programs.

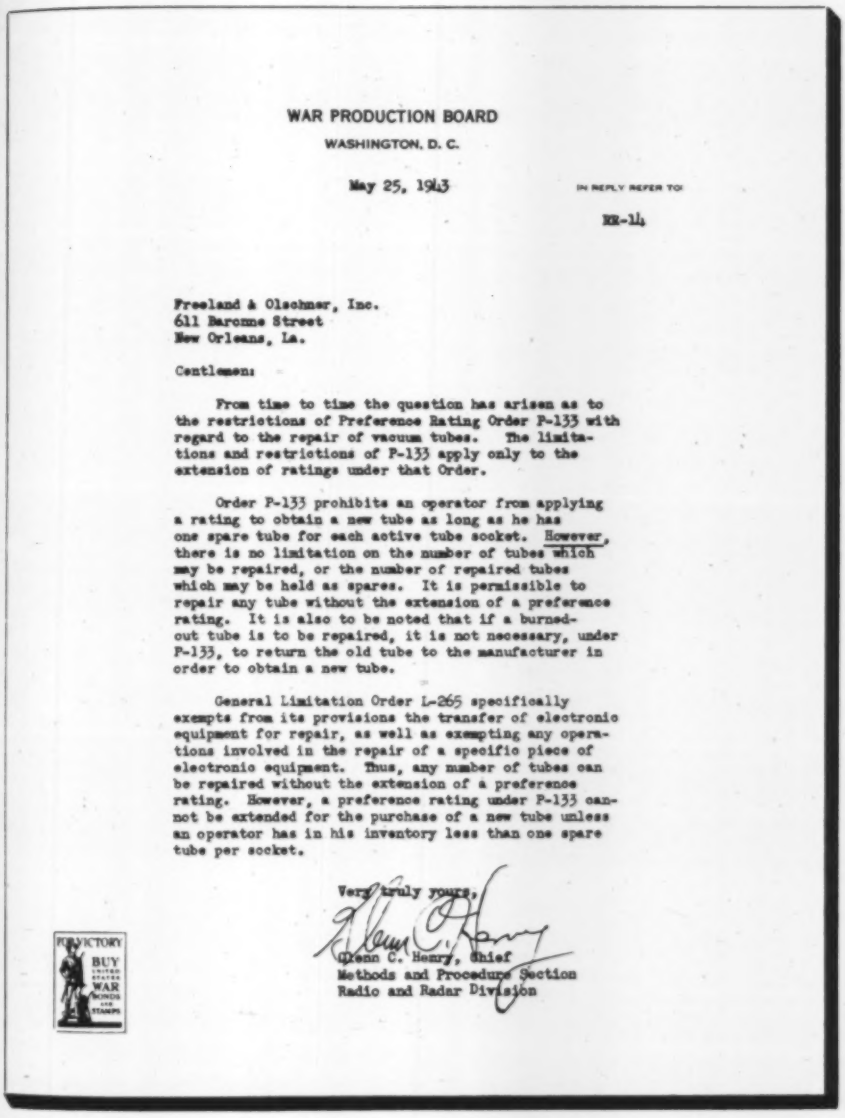
"From this alone," said NAB, "without further clarification, it is obvious that ASCAP is not entitled to call a sustaining program a commercial program because it is either preceded or followed by a commercial spot announcement."

Exchanges of correspondence between ASCAP officials, broadcasters and the NAB were recited to buttress this contention.

ASCAP's claim in its May letter that the provision was understood to cover only such announcements as time signals, weather reports and similar announcements was characterized by NAB as unjustified and in conflict with the consent decree. NAB held that a "spot announcement which precedes or follows a sustaining program which uses ASCAP music does not convert the adjacent sustaining programs into commercial programs, nor is ASCAP entitled to any percentage of the revenue derived from the sale of such spot announcements unless the announcements use ASCAP music."

XUM

NOW YOU CAN GET TUBES!



WAR PRODUCTION BOARD
WASHINGTON, D. C.

May 25, 1943 IN REPLY REFER TO:
RR-14

Freeland & Olschner, Inc.
611 Baronne Street
New Orleans, La.

Gentlemen:

From time to time the question has arisen as to the restrictions of Preference Rating Order P-133 with regard to the repair of vacuum tubes. The limitations and restrictions of P-133 apply only to the extension of ratings under that Order.

Order P-133 prohibits an operator from applying a rating to obtain a new tube as long as he has one spare tube for each active tube socket. However, there is no limitation on the number of tubes which may be repaired, or the number of repaired tubes which may be held as spares. It is permissible to repair any tube without the extension of a preference rating. It is also to be noted that if a burned-out tube is to be repaired, it is not necessary, under P-133, to return the old tube to the manufacturer in order to obtain a new tube.

General Limitation Order L-265 specifically exempts from its provisions the transfer of electronic equipment for repair, as well as exempting any operations involved in the repair of a specific piece of electronic equipment. Thus, any number of tubes can be repaired without the extension of a preference rating. However, a preference rating under P-133 cannot be extended for the purchase of a new tube unless an operator has in his inventory less than one spare tube per socket.

Very truly yours,

Glenn C. Henry, Chief
Methods and Procedure Section
Radio and Radar Division

This letter will give you the feeling of assurance which rises when you know you have a safe margin of transmitting tubes in reserve. In these times of material shortages this sense of assurance is more than ordinarily essential to the future of smooth, steady broadcasting.

• Freeland & Olschner Rebuilt Tubes are on the job in scores of radio stations from coast-to-coast, and are doing their job well.

FREELAND & OLSCHNER REBUILT TUBES

611 BARONNE STREET, NEW ORLEANS, LOUISIANA

McClintock Proposes OWI Cite Advertisers' War Contribution

Suggests Counterpart of Army-Navy E For Service In Disseminating Vital War Information

PROPOSAL that official citations, comparable to Army-Navy E awards to manufacturing plants for production achievements, be given by the OWI to advertisers and agencies for effective use of their medium in disseminating war information, was made by Miller McClintock, president of MBS, in an address last Wednesday to the Rotary Club of Philadelphia.

Describing the proposed citations as badges of honor for deserving advertisers, Mr. McClintock declared that "they will be more than that. They will be an incentive and a guiding star for the entire advertising profession.

Standards of Selection

"I believe the most objective standard would be one based on both quantitative and qualitative measurements," he said. "The first consideration, therefore, would be the amount of radio time devoted by the advertiser to war messages and the amount of space used by him in media other than radio. The second consideration would be the quality of the war messages, as determined by the OWI monitor reports for all media similar to those now used for checking broadcast messages alone."

Paying tribute to the "magnificent and too often unheralded contribution" made by American radio sponsors and their agencies even before Pearl Harbor, while supplying the best radio entertainment to the public, Mr. McClintock continued that since the war began advertisers and agencies "have gone far beyond the normal line of duty. . . . Just as industry has converted its production into wartime channels, it has also converted its advertising. It has given generously of its radio time; it has lent willingly the talents of its most famous performers."

Mr. McClintock praised the Advertising Council for its work in coordinating the facilities of the advertising industry and the advertising media with the needs of the Government, particularly in its setting up of the radio allocation plan, which has resulted in the orderly scheduling of millions of government messages, when and where they were most needed. Today the OWI, the advertising fraternity and the broadcasters are a "smoothly integrated machine," he stated. "This triple-play combination has put into action the resources of 70 network clients, 38 national spot advertisers, every radio station and network in the country. It has made possible 362,000,000 aggregate listener impressions a week in behalf of the war effort.

"But the advertisers have done more than provide facilities for bringing war messages to the nation. They have given their huge audiences—built up over the years through great network programs—to war leaders for their policy talks. For example, when William M. Jeffers spoke over the air on the rubber crisis, he asked to broadcast on the *March of Time* program. Consequently, 21,000,000 listeners heard his speech, a much greater audience than he would have obtained on a sustaining broadcast. As proof of this, an even more prominent national spokesman on one occasion used 15 minutes of sustaining time and reached only 8,400,000 listeners. The advantage of a ready-made audience cannot be measured in terms of dollars, although millions of dollars and the total skill of advertising agencies went into its creation."

Radio Victories

As other examples of radio's effectiveness in spreading the Government's war messages to the public, Mr. McClintock cited the radio campaign for sugar rationing, which helped secure registration of 91% of the Nation's population; the "Don't travel at Christmas" series which narrowly averted a serious transportation crisis; the broadcast plea for student nurses to which 17,514 applicants responded and similar radio recruiting drives for branches of the armed forces which stepped enlistments up 40% and in the case of the Signal Corps by "a staggering 800%."

"But the job is by no means finished," he declared. "We still have a war to win and it will take more advertisers, making even greater contributions in all media, to help win this war."

No Gas? Try Air

PLEASURE-driving ban by OPA doesn't keep citizens of Elmira, N. Y. from the current home series of baseball games at the local stadium. The Elmira Ball Club bought time on WENY to broadcast the games, and urged listeners who couldn't hike or bike to the ball park to stay home and listen to the game on the air, and to send in the price of admission. According to station manager Dale Taylor and the ball club management, response was enthusiastic.

SUN SHIPBUILDING STARTS RADIO USE

THE FIRST contract for radio sponsored by the Sun Shipbuilding and Drydock Co., Chester, Pa., was signed on May 25 by John G. Pew Jr., vice-president, placing direct with Benedict Gimbel Jr., president of WIP, Philadelphia. It marks the first use of radio for the shipbuilding company, although the Sun Oil Co. of Chester, also headed by Mr. Pew, has been a heavy user.

The shipbuilding company's program will start on May 31, weekly for 15 weeks, 9:30-10 p.m. *Dollars to Donuts*, a quiz show with Howard Jones of the station's staff as m.c., will be used, originating from the stage of the auditorium at the Naval Hospital in Philadelphia. Commercial copy will be institutional, and the programs will be dedicated to the wounded mariners as a tribute from those who build their ships.

Gimbel Sponsors

GIMBEL BROTHERS, Philadelphia (department store), is sponsoring a new series of *Swing In Style* programs on WIP, Philadelphia, in the interests of the Junior Miss Shop. Scheduled Tuesday, Thursday and Friday, from 10:15 to 10:30 p.m., the program is a record show conducted by Bill Manns, staff announcer. Placed direct, the program will continue indefinitely.

ON THE 20th anniversary of the *National Radio Pulpit*, broadcast on WEAF, and later on NBC, the network received this testimonial signed by representatives of 25 Protestant Churches affiliated with the Federal Council of Churches of Christ in America. Present at ceremonies broadcast from NBC's studios, May 23, were: (l to r) Dr. Frank C. Goodman, executive secretary, department of religious radio, FCCCA; Niles Trammell, NBC president; David Sarnoff, chairman of NBC board, and president of RCA; and Dr. Roswell Barnes, associate general secretary, FCCCA.

Nets Ready W... Post-War Featu...

NBC Starts Program J... Shayon Produces for C...

MATERIAL amassed by the ... post-war division during the ... 18 months is ready for transl... into "terms of actual radio p... duction," it was announced ... week by Douglas Coulter, CBS ... rector of Broadcasts, who sta... that Robert Lewis Shayon, C... producer-director, has been sele... ed to produce a series of progra... designed to give Americans a p... ture of the world after the war.

Working with Lyman Bry... CBS Director of Education a... head of the post-war division, M... Shayon will mold the informa... gathered by the division's resea... staff into programs which may ta... the form of daytime serials, int... views, evening shows combin... dramatic and documentary te... niques, or talks by leading auth... ities. The research staff has ma... digests of important books and p... ticles, has prepared charts of po... war issues, and has studied the a... tivities of more than 300 organi... tions already at work in the pos... war field.

Public Service

In presenting the problems wh... people must solve in the future, M... Coulter said "Radio can perfo... a valuable public service." He al... mentioned "the vital role wh... radio will play in world-wide r... construction . . . since for the fi... time in the history of wars an... peace treaties, such a means o... communication will be available.

NBC's series dedicated to pos... war planning—*For This We Fig...* —gets under way June 5, the fe... tured speakers on the first progra... to be Kent Cooper, Executive D... rector of Associated Press; Earl ... Johnson, in charge of news fo... United Press, who will serve a... moderator; Sen. Elbert D. Thom... (D-Utah), Chairman of the Sena... Committee on Judiciary.

Presented by the NBC *Inte... American U of the Air*, the serie... to be heard Saturday, 7-7:30 p.m... will be divided into two groups o... 13 broadcasts each, the first grou... on international phases of the peac... and the second on national aspect...

G-E Buys Roundup

GENERAL ELECTRIC Co., Sch... nectady, which announced earl... this month that it planned to di... continue its institutional new... series on CBS with Frazier Hun... has taken over CBS' *The Worl... Today* program, which the networ... has presented for several years. Effective May 31, G-E will spon... sor the series Monday through ... Saturday on the full network, 6:4... 6:55 p.m., in the interests of th... electronics division of G-E's radio ... and television department. Doug... Edwards is news reporter on th... program, which features pickup... from CBS correspondents all over ... the world. G-E agency is Maxon ... Inc., New York.

XUM

JORDAN MARSH COMPANY

New England's Largest Store

Gets it Across

(THE COUNTER)

RETAIL advertising has always been an acknowledged barometer of the effectiveness of a medium. Its appeal is direct . . . and in order to be successful, the response must likewise be direct. No buyer ever met his figures with intangibles. So, when Jordan Marsh Company, New England's largest store, selects WORL as one of its advertising media, and stays with it consistently, you can put it down in your little black book that this station is reaching the right people in sufficient numbers to make it pay. For a low cost station, WORL occupies a surprisingly important position in Boston. Jordan Marsh knows it . . . so do scores of other local and national advertisers.

WORL

BOSTON, MASS.

Birth of Radar Idea in Navy Is Traced to Two Scientists

Dr. A. Hoyt Taylor and Leo C. Young Are Named As Conceivers of Electronic Detection Art

A DETAILED history of radar that named names and listed significant dates was released by the Navy last week, indicating this secret electronic weapon was first conceived by scientists of the U. S. Naval Aircraft Laboratory and copied abroad from articles these men contributed to scientific journals.

According to the Navy statement, Dr. A. Hoyt Taylor and Leo C. Young, now superintendent and assistant superintendent respectively of the Radio Division of the Naval Research Laboratory, observed in mid-September 1922 that certain radio signals were reflected from steel buildings and metal objects. They also observed that ships passing between a transmitter and receiver gave a definite interference pattern.

Upper Air Measured

The two men have been intimately connected with the development of radar since that time, the Navy said. Between 1925-1930, the reflection phenomena was used by Dr. Taylor and Mr. Young to measure the height of the Kennelly-Heaviside layer, an atmospheric formation which acts as a reflector of certain beams.

Our Navy learned in September 1940 that articles in technical magazines reporting this work had tipped off resourceful British researchers, and that quite independently, the British had developed a radar system with frequencies and circuits quite similar to our own. This knowledge came to the Navy, it was said, during the Battle of Britain, when the British aircraft detecting system was beating back the Lutwaffe. Representatives of the British Technical Mission held conferences with U. S. Navy officials and the Naval Research Laboratory, at which time much technical information on radar was exchanged.

Radar, for about 17 years, was strictly a Naval Research Laboratory project, the report said. By October 1939, it had been thoroughly tested, and the Navy decided to go into production.

On a bid basis, contracts for six sets of aircraft detection equipment patterned after an original model, built by the Navy, were awarded RCA. This firm, together with Bell Telephone, had been cooperating in development of the equipment.

In August, 1940, realizing the nation was faced with limited radar production facilities, Rear Adm. Harold G. Bowen, now special assistant to the Undersecretary of the Navy, persuaded Charles E. Wilson, GE President (subsequently executive vice-chairman of the WPB) to install radar production facilities at GE. Within two weeks, 20 GE scientists from Schenectady had visited the Navy laboratory.

Mr. Wilson himself headed an inspection party. He directed Dr. Walter R. Baker, then head of the GE Radio Division, now a GE vice-president, to transfer all the company's radio engineers to radar work. Additional manufacturing facilities were installed, and GE was awarded a large contract for radar equipment for naval vessels.

In October, 1940, Admiral Bowen invited Westinghouse to participate in the radar program. Through an invitation to A. W. Robertson, chairman of the board, and George Bucher, president, representatives of the firm visited the Naval laboratory and subsequently organized a radar division that was awarded a large Navy contract.

By the beginning of 1941, GE, Westinghouse, RCA and Bell Telephone Labs. were carrying out research and commercial production. Although production is now substantial, the Navy has ordered that procurement of material must not interfere with the progress of the development.

Research Continues

Research is continuing, the Navy said, and new developments are constantly being made by the Government and industry. Every manufacturer of any size in the electronics industry is participating.

After the original discovery of the radar principle in 1922, the Navy explained, research emphasis was placed on tests measuring radio reflections in the Kennelly-Heaviside layer from 1925-1930. The Navy had the cooperation of Dr. Gregory Breit and Dr. Merle A. Tuve of the Carnegie Institute in the work, as well as L. A. Gebhard and M. H. Schrenck.

An important associate in this job was L. A. Hyland, now with Bendix Corp. Mr. Hyland, on June 24, 1930, while working under Dr. Taylor, observed that aircraft crossing between a transmitter and receiver, operating directionally, gave a definite interference pattern. In January 1931, the Navy's Bureau of Engineering, radio division, accepted Dr. Taylor's recommendation that "radio-echo signals" should be studied further, suggesting that the Research Laboratory "investigate their use to detect the presence of enemy vessels and aircraft." It was revealed that the Navy used the ill-fated airship *Akron* in some of the experiments.

The work was brought to the attention of the War Dept. a year later when the Secretary of the Navy wrote the Secretary of War, describing the experiments and suggesting that certain phases of the problem appeared to be more the Army's concern than the Navy's.

By 1932, the Navy said, the chief problem was to develop instruments for the collection, automatic recording and correlation of data to show the position, angle and speed of approach of objects in the air. The first such instruments were developed by Robert M. Page, of the Naval Laboratory, assisted by Robert C. Guthrie. Both Mr. Page and Mr. Guthrie have been constantly active in radar research, the Navy reported, and many radar developments have been credited to them.

The House Naval Appropriations Committee, headed by Rep. Scrugham, now Sen. Scrugham (D-Nev.), a former engineer, took an intense interest in radar, the Navy said, allotting $100,000 on its own initiative to the work, and making repeated inspection trips. The Bureau of Standards and the War Dept. maintained constant liaison.

On Feb. 17, 1937, the first radar set developed in this country was demonstrated to Adm. William D. Leahy and Undersecretary of Navy Charles Edison. In March 1939, this equipment, installed in the *USS New York*, was given intensive tests at sea.

WINNER IN KGO, San Francisco's two-week auditions of 43 contestants, Monty Margetts, radio and stage actress, handles the all-night shift, announcing programs, introducing recordings and keeping the airways lively with small talk.

Institute Lecturers

SIX GUEST lecturers, who will address the second annual NBC-Northwestern U. Summer Radio Institute in a series of Tuesday night seminars to be held from June 21 through July 31, were announced by Harry Kopf, manager of the NBC Central Division, as follows: Clarence L. Menser, NBC vice-president in charge of programs; Philip H. Cohen, chief of government liaison division of OWI; John J. Louis, vice-president of Needham, Louis & Brorby, Chicago; Herbert Hollister, owner of KANS, Wichita; Wynn Wright, production director of NBC Eastern Division; Clifton Utley, news commentator. The Institute, which will be held at the Northwestern campus in Evanston, will open the seminar lectures to the public.

RADAR PIONEER Of Britain Named By BIS Publication

BRITAIN names Sir Robert Watson Watt, the Air Ministry scientific advisor on Telecommunications, as the first man to make radiolocation (or radar) a practical operational science, according to *In Perspective*, publication prepared for the British Information Service by the Joint Liaison Committee in Washington.

The British account said the principle of radar was known long before it was successfully applied. When war seemed probable, Watson Watt, who had been one of the pioneers in fundamental research, was commissioned by the Government to work out detectors using reflected radio waves.

By September, 1939, radiolocators were in action and the necessary organization was in being, the British claim. (The U. S. Navy said last week that contracts for production of radar were let in this country in October, 1939.) The British account continued by saying that while radar was being the Luftwaffe in the Battle of Britain "Britain gave the United States the benefit of her radiolocation developments," and "American scientists were invited to take over these projects and bring them to the production stage."

"They did this with such success," the British declared, "that if the story can ever be told, it will constitute one of the most brilliant and important examples of Anglo-American collaboration."

"No one country, in wartime could simultaneously exploit all the potential developments to the full," the British commented. At any moment, then, it is probably true that any country is temporarily ahead of others on the type of technique on which it is concentrating, they concluded.

Standard's Plans

STANDARD OIL Co. of California, San Francisco, will broadcast of July 4 will originate the weekly *Standard Symphony Hour* for 10 weeks from Hollywood (Cal.) Bowl on 5 NBC Pacific stations (KFI KPO KGW KOMO KHQ), Sunday, 8:30-9:30 p.m. (PWT). Paul Whiteman, BLUE musical director, will be guest conductor of the initial summer broadcast, with Los Angeles Philharmonic orchestra featured throughout the series. Standard Oil Co. is also considering an additional regional network program, tentatively titled *Standard Show Time* to supplement its weekly symphony series. Agency is BBDO, San Francisco.

Quartz Crystals Needed

QUARTZ CRYSTALS are so badly needed for the manufacture of oscillator plates in radio equipment for the armed forces, that WPB is asking everyone who knows the location of such crystals to report it to the Miscellaneous Minerals Division, Temporary "R" Bldg., Washington. Almost all quartz now used for this purpose comes from Brazil. Milky, red or purple quartz is useless, but citizens having access to separate individual crystals, weighing at least half a pound, at least three inches long and an inch thick, and clear and colorless on the inside, are asked to send samples.

XUM

The Blue Network Commissions The Sixth Symphony by Roy Harris For Broadcast Presentation by

THE BOSTON SYMPHONY ORCHESTRA

THREE MEN MEET—Serge Koussevitzky, Conductor of The Boston Symphony; Mark Woods, President of The Blue Network (right); and Roy Harris, America's leading symphonic composer (at the piano).

And as a result of the meeting, the three men have set up another major milestone in American musical history. The Blue Network has commissioned Roy Harris to write his next—his Sixth—Symphony. The new work will be broadcast, coast-to-coast, next Spring, by The Boston Symphony Orchestra, over The Blue Network.

"In offering this commission to Mr. Harris," said President Woods, "I have made no demands. Nor any suggestions, beyond the hope that Harris, an American of the soil, would dedicate his Sixth to America's fighting forces—and that it would symbolize our nation's struggle for the freedom of mankind."

Of Harris, as man and musician, Dr. Koussevitzky thus expresses himself, "I think that nobody has captured in music the essence of American life—its vitality, its greatness, its strength—so well as Roy Harris. I feel the genius of his art—which is great because it so colorfully portrays the life of our people."

Speaking of his new work, Harris said that he would compose a major choral symphony, dwelling upon the Lincoln era—which being an era of war and high purpose is particularly significant for the America of today.

THE BLUE NETWORK

A SERVICE OF RADIO CORPORATION OF AMERICA

TELEVISION PROGRAM PLANS for future programs on W2XWV, New York, are discussed by Bernard Pagenstecher, vice-president of M. H. Hackett Inc., Jill Stephens, writer-producer-m.c., and Sam Cuff, Du Mont executive in charge of the commercial experimentation.

WHO'LL PAY 'VISION BILLS?

DuMont Invites Broadcasters, Advertisers and Agencies To Study for Post-War Plan

TELEVISION will go commercial overnight. So says Allen B. DuMont, whose DuMont Laboratories, Inc., in New York are continuing to supply service to the metropolitan television set owners numbering several thousands.

But how will the programs be paid for? Mr. DuMont is contributing substantially to an answer to that question by inviting broadcasters, advertisers and agencies to take part in a study and experimentation with television technique at no cost to any of the participants.

Agency Audience

With a studio audience of agency radio executives, W2XWV, New York, the DuMont television station, recently opened a series of experimental telecasts designed to demonstrate the commercial possibilities of sight-and-sound broadcasting when this medium comes into its own at the close of the war. In preparation for this time, DuMont officials have invited advertising agencies to use the station as a laboratory to test out various types of video commercials for their clients.

Already acceptances have come from Young & Rubicam, BBDO, Benton & Bowles, J. Walter Thompson Co., Marschalk & Pratt, Grey Adv. Agency and Riess Adv., while other agencies are planning to participate at a later date, according to Sam Cuff, newscaster, in charge of this work for DuMont.

Aims of Study

The study aims to formulate an advertising or sponsorship practice. "Television is far simpler, much less expensive and nearer the commercial stage than most people realize," says Mr. Cuff. "We believe broadcasters and advertisers alike will be delightfully surprised with what we can show. Our station has been operating with relatively modest studio facilities and yet we have been putting out a wide variety of entertainment."

Stating that few people have any realization of how near the commercial stage television has approached, Mr. Cuff said that the new series is designed to give agency program personnel a chance to work in the new medium, to learn for themselves and their clients what methods of presentation will be most effective. Regular periods, ranging from five minutes to a half-hour, will be assigned to the agencies on a weekly basis, Mr. Cuff explained, so that they may be able to study the progressive effect of each commercial series.

The opening program, with Jill Stevens as mistress of ceremonies, included several commercials. A skit in which a comedian crushed his hat into a shapeless mass was sponsored by Adam Hat Stores to demonstrate how much punishment an Adam hat can take; Butterick Co. presented a model wearing clothes made from Butterick patterns; Adolph Fleshner, King of the Sea Restaurant owner, and a girl stooge demonstrated the right and wrong ways of separating a lobster's meat from its shell.

"We are working with studio cameras for direct or 'live' pickups," Mr. Cuff says. "We have evolved equipment for remote pickups either by coaxial cable or ultra-high-frequency radio relay. We now have a thoroughly commercial setup."

An hour and a half or two hours seems to be the right length for an evening's television program, Mr. Cuff said. If an agency wants to present a special program for an hour or longer, DuMont will allot it a full evening for this purpose. In addition to these agency telecasts, DuMont will continue to present its regular Sunday evening programs of variety entertainment.

"For the last year we have been evolving the program end until we now have the basis for satisfactory telecast entertainment. The engineering end is ready. The remaining factor in rounding out the commercialized television of the post-war era is the advertising angle—which we now are studying and hope to formulate."

Check on Reaction

Du Mont is keeping a careful check on the audience reaction to its programs, through return cards sent weekly to set-owners in the station's coverage area, Mr. Cuff said, adding that the installation of a new antenna within the next few weeks should expand and intensify this area, which already extends about 60 miles from the transmitter, with scattered reports of good reception coming in from points as far away as Philadelphia.

Mr. Cuff also extended an invitation to station officials from out-of-town stations to visit the W2XWV studios and transmitter, both located at 515 Madison Ave., New York, whenever they are in the city. For broadcasters who may be considering entering the television field after the war is over, he said that Du Mont is preparing monthly reports on its operations, detailing studio and engineering costs of various types of programs as well as their audience reactions.

MUSIC FOR WORKERS

Aired on W51R to Raise Rochester Production

MUSIC is speeding Rochester production. Last week several major industries in the up-state New York industrial city began piping two programs daily to their workers. The half-hour programs are broadcast over FM station W51R at 9:45 a.m. and 2:45 p.m., picked up by FM receivers at the factories, and then sent through plant public address systems.

Credit for the idea and the research goes to George Driscoll, FM engineer at the station. Plan was formulated when representatives of industry in Rochester were called together by William Fay, general manager of W51R, after a number of industrialists had expressed interest in having music at their plants. Now that the plan is in operation, many other concerns expect to equip their factories for the service.

Experiments with music in war plants both in England and the U. S. have shown that it tends to increase production through its psychological effect on workers. Possibilities of boredom and fatigue are cut down, it is claimed. Music used will be familiar and soothing, waltzes, semi-classics and soft rhythm varieties. Because vocals, loud brass and "jive" are distracting, these types will not be played.

Twins for Hawley

LOWELL HAWLEY, writer on *Art Baker's Notebook* at KFI, Los Angeles, is the father of twins, a boy and girl, born on May 13.

Tube Repair Rul Defined by WP

Unlimited Number of Rebu Tubes Permitted by Order

BROADCASTING may have hand an unlimited number of paired transmitter tubes with violating WPB's maintenance repair order, P-133, Glenn Henry, chief of the Radio & Ra Division's Methods & Proced Section ruled last week.

Mr. Henry's interpretation P-133, one of the most liberal brought forward by WPB, ho that the order in no way limits number of tubes which may be paired, or the number of repair tubes which may be held as spar In addition, Mr. Henry said, it not necessary under either P-1 or L-265 to return to manufact ers burnt out tubes which can repaired for one's own use. turn of tubes, however, for turn credit, is not limited.

This official explanation of limitation orders was brought in a letter to Freeland & Olsch tube repair firm in New Orlea which had asked an interpretati of the P-133 limitation prohibi operators from applying a pref ence rating when they have spare for each active tube soc

Two Spares Possible

According to Mr. Henry's lett a station may now have on hand many repaired tubes as it wish This is automatically limited ho ever by the number of tubes ava able, since repair firms have stock on hand, and merely take jobs to order.

Moreover, the new interpretati makes it possible for stations w one spare at present, to obtain second when they suffer a tu failure. When a tube burns out, t operator inserts his spare, and th finding himself with no oth spare, applies his preference ra ing for a new replacement. H may, however, retain his burn out tube for repairs if he wishe soon finding himself legally in po session of two spares.

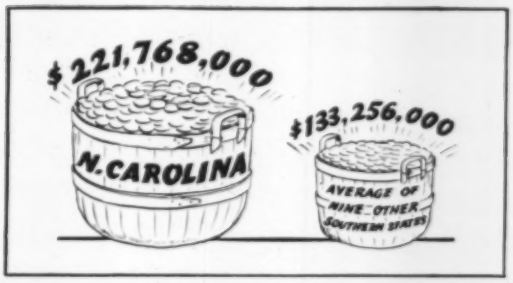
Since the broadcaster will ha two spares when the next failu occurs, this process cannot be re peated under P-133, Mr. Henr warns. The broadcaster may, ho ever, again have his spoiled tub repaired, and thus restore his in ventory of two spares.

Human Symphony

BODY SOUNDS ranging from 40 to 4,000 cycles, never before audible to the human ear, are heard through RCA's new acoustic stethoscope, which opens to physicians the unheard tones of the organs of the human body. So many new sounds can be detected with this instrument that a filter has been built into it to enable the user to limit the range by turning a knob.

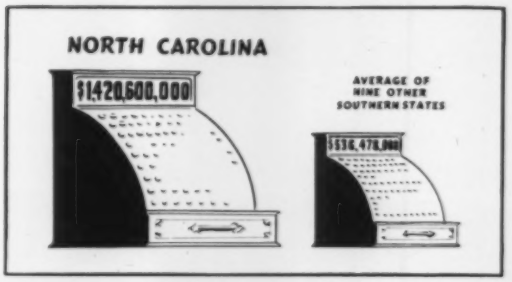
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

Army's Sponsorship Policy Consistent, Says Col. Kirby

War Dept. Radio Chief Cites Individual Cases; Navy Policy Was Established Last October

IN ANSWER to cries from many quarters for a definite Army and Navy policy in regard to the appearance of military personnel on sponsored shows, Col. Edwin H. Kirby, chief of the Radio Branch of the War Dept's. Bureau of Public Relations has now stated that Army regulations have been applied consistently from the outset. The recent AFRA ban on commercial broadcast of *This Is the Army* by the original Army cast has brought this whole question back into the limelight.

Col. Kirby indicated that within set regulations, Army policy is keeping pace with the public temper. At the present time the War Dept. frowns on presentation of soldiers on network and local shows where they appear as stooges or freaks or in any role which discredits the uniform and the seriousness of their job. With the severity of the war brought increasingly home to the people through casualties, parents, wives and sweethearts see their own serviceman reflected in every man in uniform.

Regulations Follow 'Guide'

This does not mean that a soldier on the air must be humorless or unnatural, Col. Kirby explained, but no exploitation of the uniform in a cheap or tawdry manner will be permitted. In general, the regulations follow those promulgated in the "Radio Guide for Public Relations Officers", revised Jan. 1, 1943, and available through Army public relations officers [BROADCASTING, Jan. 18].

Col. Kirby described these regulations in a few brief paragraphs. First, soldiers are permitted to appear individually and occasionally on network and local programs, sustaining or sponsored, originating on Army property, if the program meets with the approval of the commanding officer, does not interfere with Army training, involves no cost to the Government and is accompanied by an advertising disclaimer.

Off the reservation in their free time, soldiers may appear in a radio studio in quiz and audience participation shows and may compete for prizes on the same basis as civilians. Soldiers may be interviewed on any and all programs subject to War Dept. approval, with script clearance by the Radio Branch in the case of network shows. When casualties or men returning from combat areas are interviewed, whether on local or network programs, scripts must be cleared with the Radio Branch.

One rule is basic in Army approval of any radio program, said Col. Kirby. Under an agreement which dates back to 1914, military personnel cannot be used to displace civilian employment. Clearance with AFRA, however, is not the War Dept.'s problem, since it is assumed that before any show is presented for Army clearance, AFRA approval will have been arranged by sponsor and producer.

In the case of *This Is The Army*, the department understood that all arrangements with AFRA and AFM had been made. The Army had no objection to the appearance of military personnel on the program, which would have netted the Army Emergency Relief fund approximately $40,000.

Cases Discussed

In answer to allegations that it was unfair that "Ezra Stone be ruled off *The Aldrich Family*, while Rudy Vallee, in the Coast Guard; Gene Autry, in the Army; and Eddie Peabody in the Navy, continue on commercial programs," Col. Kirby explained that the circumstances of Ezra Stone's broadcast differed materially from those of the Autry show. Under a regulation allowing men inducted into the Army to carry out the provisions of existing contracts, Ezra Stone continued to play the part of Henry Aldrich for General Foods for one season after he was inducted. When he signed another contract to continue on the show, Army permission was refused because as a soldier he is subject to 24-hour service and therefore may not make commitments to appear anywhere at a stipulated time for a definite period.

Gene Autry, on the other hand, is heard on the air in the Army's behalf. As a soldier he is assigned to the Air Forces for recruiting purposes, Col. Kirby explained. The money he earns goes to the Air Forces AER. The Wrigley Co. pays for the show but gets only a credit line, not a commercial. Sgt. Autry is known to reach thousands of high school boys, the Air Forces personnel of tomorrow, stimulating their interest in the service, and also evoking interest within the Army for this branch of the service which requires men of particularly high calibre.

Victory—Yardstick

The Army uses established programs with established audiences to reach the public with its message. Commercial shows, just as sustaining shows, are used only for one purpose—to benefit the Army, to help win the war. This is the yardstick, added Col. Kirby, and any benefit accruing to the advertiser is incidental.

"Past professional exploits don't give a man the right to speak for the Army," he said, with reference to hero interviews. A request for an interview with Joe Louis and Billy Conn, keyed to the fact that these two fighters have entered the service and laid down arms to fight a common enemy, was turned down. But the appearance of Capt. Gene Raymond on the *Stage Door Canteen* was approved because he has seen action as a gunner in the European war theatre and "earned the right to talk for the Army."

"We have requests for the soldier with the biggest feet, or the greatest weight, to appear on the air," the Colonel continued. "These requests are refused, because such appearances benefit nobody," he stated.

The Bureau of Public Relations is preparing a study "to establish the soldier's right to expression this side of security." Covering the participation, paid or otherwise, of service men in art, drama, radio and allied fields, the study is expected to be released soon.

Navy Policy

Navy policy was set down in a directive last October, according to J. Harrison Hartley, Chief of the Radio Section, Navy Office of Public Relations. This directive states that the Navy will not cooperate in arranging the appearance of Navy personnel purely for the entertainment of audiences. Basic criterion is whether the program is of value to the Navy. Presenting Navy men as comedians or stooges in any way which might discredit the service is banned. The directive further states that Navy personnel may appear on radio shows when material, news and information helpful to the war effort is included, or when the program originate from Navy property. Individuals asked to appear personally may do so when there is no interference with duties and no possibility of discredit on the individual or the service.

Lt. Com. Eddie Peabody, USNR, who is band and recreation officer of the Naval Training Station, Great Lakes, Ill., was granted permission to continue on the air for Alka-Seltzer before Pearl Harbor according to best available sources. He plays one banjo number weekly on the *National Barn Dance* program, giving plugs frequently for the women's services of the Navy.

Permission was granted Rudy Vallee to continue on the air for National Dairy Products Corp. last year before policy in regard to radio appearances was set, it is understood. Chief Petty Officer Vallee has been assigned by the Coast Guard to build up a Coast Guard band. From time to time his radio show carries Navy messages, with recent plugs given to SPAR recruiting. His earnings on the program are turned over to the Coast Guard Welfare Fund.

Summer Music

MUSIC in war plants is so important an aid in war production that RCA-Victor has set up special research on the subject. Dr. W. E. Kerr, psychologist, reports that music should be selected according to age, sex, race and work done. Fast music is not popular in most plants; name bands are most popular; Hawaiian music is welcomed on "blue" days and in hot weather.

RECEIVING BIRTHDAY cake from Jack Weldon, program director of WDBJ, Roanoke, Va., in celebration of the first anniversary of the WAAC on May 14 is Sgt. Alice Daggett of the local WAAC Recruiting Office. Others (l to r) are Cpl. Catherine Klass, Lt. Helen Herron, Wendel Siler, WDBJ announcer, Lt. Alta Joffee, Commanding Officer of Roanoke Recruiting Office and Cpl. Beatrice Gabriszeski. Members of the local office took part in a special program during which they received the one-candle cake for the WAAC's birthday.

Kobak on Tour

EDGAR KOBAK, executive vice-president of the BLUE, last week left New York for a 10-day trip to confer with BLUE affiliates and agencies. He will visit Philadelphia, Chicago, and in Minneapolis will address a meeting of the local advertising club. On June 4 he will go to Skytop, Pa., with Mark Woods, president of the BLUE, and William Hillman, Washington correspondent of the BLUE, to attend a meeting of the Marketing Executives Society.

C. E. HOOPER, INC.

MIDWINTER 1943

STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	OTHERS
MORNING INDEX (8 TO 12 P. M.)	52.7	23.4	22.2	1.7
AFTERNOON INDEX (12 TO 6 P. M.)	45.5	29.5	23.5	1.5
EVENING INDEX (6 TO 10:30 P. M.)	44.4	39.5	13.2	2.9

the time-buyers' station

A RECENT survey based on actual national spot business placed with Chattanooga radio stations, showed WDOD the overwhelming preference of time buyers throughout the nation. 76.9% of all national spot business placed in Chattanooga is awarded WDOD, with 18.3% going to Station "B", and 4.8% going to Station "C".

A Sales Management High-Spot City

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

OWI Information Program Sponsored

Home Front Aided By Question-Answer 'Mailbag'

PROVIDING the public with war information directly requested by listeners is the keynote of the *Regional OWI Mailbag* program now in its second year on WSB in Atlanta. The southeast regional OWI produces the show, sponsored twice weekly by Rich's department store, one of the South's largest advertisers.

The program is now in its second year. Literally hundreds of questions have been answered over the air on problems ranging from delayed allotment checks of soldiers' dependents to priorities for unseasoned lumber. Other hundreds of questions not suitable for broadcast are answered by direct mail.

To lend authenticity, WSB asked the regional OWI to voice the show. The station auditioned OWI staff members and selected Marvin Cox, Regional Director, and Edith Ford, administrative assistant, to present the *Mailbag*. They have prepared the scripts and presented the show since it began.

The type of questions received follows closely the changing pattern of war on the home front. When gasoline rationing was first instituted in the Atlantic Seaboard states, scores of questions poured in from Florida tourists who wanted to know if they would be allowed gas to drive home. More recently questions on war jobs, essential occupations and procedure for obtaining discharges for draftees over 38 years old have predominated.

The value of the *Mailbag* in getting bad conditions corrected is illustrated in the handling of the fats salvage campaign. Listeners reported that the collection system was not operating satisfactorily in certain rural areas. This information was immediately passed on to the salvage people, who then knew precisely where the collection system needed to be improved.

Soon after the program was started on WSB, the regional OWI queried other stations in the Southeast about their interest in the script. Response was favorable, and some 20 other stations are now using the *Mailbag* script in the Southeast. This brings questions from the entire region and enables the regional OWI to know the specific problems which are concerning the people of the Deep South.

Among stations using the regional *OWI Mailbag* script are WBHP, Huntsville; WJBY, Gadsden; WALA, Mobile; and WCOV, Montgomery, all in Alabama; WFLA, Tampa; WCOA, Pensacola; WDBO, Orlando, WRUF, Gainesville; WDLP, Panama City; WJAX, Jacksonville, Florida; WTOC, Savannah; WGAA, Cedartown; WGOV, Valdosta; WALB, Albany, Georgia; WAML, Laurel; WGCM, Gulfport; WCOC, Meridian; WSLI, Jackson; WJPR, Greenville; WCBI, Columbus, Miss.; WTJS, Jackson; WDOD, Chattanooga; WJHL, Johnson City; WSM, Nashville, Tenn.

Wide Query Range

Queries come in on all sorts of stationery — on embossed paper from the president of a chain of clothing stores who wants to know what to do with wool accumulated in taking cuffs off trousers, and on ruled tablet paper from a tenant farmer who wants to know if he must pay the Victory Tax.

Problems vary from the sublime to the ridiculous. The *Mailbag* helped solve the dilemma of a war mother who could not locate safety pins to diaper her expected baby. And on the same program was query of a legless man who wanted to use his hands and eyes in furthering the war effort because he couldn't walk as could his four brothers in the service.

One letter highly prized by the regional OWI as testimony of confidence in the program was forwarded by WSLI in Jackson. The text follows:

I want to tell you how much we appreciate the program that you have now called *The Mail Bag*. We feel we are getting correct information. We do not depend on the papers any more at all—we just wait 'til Tuesdays and Thursdays and listen to *The Mail Bag*.

MAYMIE W. WILLIAMSON,
Canton, Miss.

L. A. BENSON

WIL • ST. LOUIS

had a problem ... "Trying to find a program to attract the 'younger generation' to a large indoor swimming pool was a source of considerable concern — until we pulled your 'BROADWAY BANDWAGON' out of the bag. The advertiser went for it immediately — and as a Monday-through-Saturday feature, the aforementioned younger generation has gone for it, too. They are really getting 'into the swim'."

THE BROADWAY BANDWAGON is a half-hour program, "across the board." It features outstanding pop tunes interpreted by name dance bands and rhythm groups. It is an integral part of Lang-Worth Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.

United Artists Did Not Buy Hartford Broadcasts

UNITED ARTISTS Corp., New York, in promoting "Lady of Burlesque" in Hartford, home town of Michael O'Shea, star of the picture, arranged special broadcasts in his honor on the four stations in that city, but did not buy the time, as mistakenly expressed in BROADCASTING, May 10. WTIC on May 11, prior to the premiere, broadcast a special program, written and produced by Martin Starr of the radio division of UA. Special shows in connection with the opening were also done by WDRC, WTHT and WNBC. United Artists did purchase time in several other cities for spot announcements to run two days prior to the film's opening.

Dorsey for Dorsey

WHILE Tommy Dorsey and his orchestra take a two-week vacation in June from their Wednesday night series on NBC, Brown & Williamson Tobacco Corp., Louisville, will present Tommy's brother, Jimmy Dorsey, from Philadelphia June 2 and from Cleveland June 9 in the 8:30-9 p.m. spot. Series promotes Raleigh cigarettes and tobacco with Russel M. Seeds Co., Chicago, the agency.

Georgia Tech Gets Control of WGST; Board of Regents to Operate Station

CONTROL OF WGST, Atlanta, now rests in the hands of its licensee, the Georgia School of Technology, as the result of its purchase of all the outstanding stock of the operating company, Southern Broadcasting Stations Inc., attorneys for the station announced last week.

Payment is to be 15% of the station's net profits to January, 1950, the date to which the management contract of Southern Broadcasting Stations was to run. The contract, signed April 14, ends the control of the Pickard-Calhoun interests over the actual operations of WGST "to the almost complete exclusion of the station licensee", as found by the FCC [BROADCASTING, March 29].

Control Under Regents

Southern Broadcasting Stations is to be dissolved upon the completion of the necessary legal steps in transferring all operating contracts and assets of the corporation to the school. This is expected to be accomplished within a few weeks and the Board of Regents is to keep the FCC informed of progress.

Direct control of the station and its operators is now vested in a radio committee of the Board of Regents consisting of Sandy Beaver, chairman; Frank M. Spratlin, vice-chairman; William S. Morris, Pope F. Brock and Marion Smith, ex-officio; and Chancellor S. V. Sanford and President M. L. Brittain as ex-officio members. They comprise a continuing committee with power to make contracts, appoint officers of the station, supervise the operation and perform other management functions.

It is understood that Clarence H. Calhoun, general manager, and associated with Sam Pickard in Southern Broadcasting Stations, is to continue as manager and that there will be no other changes in station personnel.

When final data on the changes now being effected is presented to the Commission, the way will be open for Commission consideration on renewal of WGST's license. The station is now operating under a temporary license which expires next June 21.

Nine New Areas Added To Acute Labor Markets

NINE new areas were added to the list of areas of acute labor shortages last week, while two others were removed by the War Manpower Commission. Under the most recent listing 42 labor markets are considered critical and therefore subject to local regulations requiring a 48-hour work week.

The nine new "critical areas" are: Akron; Chambersburg, Pa.; Pine Bluff, Ark.; Salt Lake City; San Francisco; Sturgeon Bay, Wis.; Trenton; Wilmington; Jacksonville. Two areas removed from the critical list, but still subject to 48 hours unless other instructions appear locally, are Des Moines and Manitowoc, Wis.

New York City Council Ponders WNYC Future

FATE of WNYC, New York City's municipally owned station, is in doubt, following the action of the city council in eliminating the $106,915 appropriation requested for the operation of WNYC during the coming year from the city budget.

If the Mayor exercises his veto power, as he is expected to do before the June 1 deadline, the council will have to secure 20 votes to override the veto, an accomplishment viewed as extremely improbable by political observers. WNYC appropriation was only one minor item in a list of budget slashes that would reduce the city's 1943-44 budget by $10,864,905 to a total of $742,216,118.

BOB MARKO, writer on the weekly CBS *Al Jolson-Monty Woolley Show*, sponsored by Colgate-Palmolive-Peet Co., has been signed by Columbia Pictures to work on the film story based on the life of Jolson.

RADIO POOLING
Listening Posts to Share Sets Started by WSKB

SOUTHWEST MISSISSIPPI listeners are hearing a unique appeal these days: to share their radios with neighbors who have none or whose sets are out of order. The appeal comes from WSKB, McComb, Miss., which urges the establishment of listening posts in homes or places of business. Special posters for window display are sent listeners who wish to invite others to share their radios and names of persons writing in for the posters are aired daily on the *Listening Post* program. In sending out the posters, WSKB includes letters promoting patronage of sponsors.

KOB

"The Voice of New Mexico"

ALBUQUERQUE BROADCASTING COMPANY

PHONE 4411 • • P. O. BOX 1319

ALBUQUERQUE, N. M.

March 10th
of our 23rd year
1 9 4 3

International News Service
General Offices
235 East 45th Street
New York, N. Y.

Gentlemen:

We have been using International News Service for a number of years. I am writing to commend you on the uniform excellence of your service during that time.

We have noted particularly that you seem to be on the job when big things are happening.

All of our local newscasts are sponsored, and we are using your week-end roundup as a Sunday News Review which is sponsored by one of the local newspapers.

Sincerely yours,

FRANK QUINN
Manager

Thank you, Mr. Quinn

INS

ANOTHER E

NOW

Fri

THE PROG OF

- WENT TO EUROPE 1933 TO "WATCH
- FIRST TO STYLIZE BROADCASTING
- COVERED 1937 OHIO-MISSISSIPPI VA
- SINGLE-HANDED BROADCASTS 1940
- SCOOPED RADIO WITH WENDELL W

UNITED PRESS

ASSOCIATED PRESS

CBS WORLD NEWS

WC

THE S. B. Wil

CINCI

FIFTY GRAND

XUM

RETWORK ACE...

WCKY's NEWS EDITOR!

Fred Thomas

NEWS-WRITER WHO WROTE AND STYLED
OF PAUL SULLIVAN - PETER GRANT - JAY SIMMS - ARTHUR REILLY • • •

TCH ER
NG M LE WEST
I YA FLOOD BY PLANE FOR NETWORK BROADCASTS
940 R CAN AND DEMOCRATIC NATIONAL CONVENTIONS
LL W NTERVIEW

PRAISE FROM THE PRESS

SECOND THOUGHTS

by NIXSON DENTON

SPORTS EDITOR OF THE TIMES-STAR

THE announcement of the departure of Fred Thomas from WLW to take over the news-room at WCKY may have been passed over as something entirely without consequences by most radio addicts, but, while they may be entirely unfamiliar with the proud old Thomas name, they are not unfamiliar with Mr. Thomas's work.

Although completely unhonored and unsung, Fred's finely spun phrases and carefully selected adjectives have been mouthed into the microphone by such celebrities as Paul Sullivan, Peter Grant et al.

Persons, supposedly thrilling to the learned comment of such gentlemen, made breathless by their erudition and grasp of world affairs, in reality paid tribute to Mr. Thomas. For, by tailoring the mile after mile of script that he wrote to his great mouth-pieces he made of them four-star commentators.

The announcers with whom he works at WCKY can anticipate the same fate. They'll be molders of public opinion and authorities on this and that in no time.

STATION

POWER · C B S

XUM

BROADCASTING and Broadcast Advertising

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SOL TAISHOFF, Editor

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Fact Against Talk

THERE appears to be a lot of confusion in the industry over the Supreme Court decision in the network cases. This is understandable, because thought has been focused upon network contractual aspects in relation to the FCC's regulations which have been in controversy since 1938.

Actually the court opinion goes far beyond mere network-affiliate relations. Conjure up the worst in the way of Government regulation of radio, short of actual Government operation, and you have the full potential impact of the Frankfurter opinion of May 10. It isn't a wartime measure either. It holds for all time—unless invalidated by Congress.

If the ruling had been confined to the network situation alone, it would have been sufficiently sweeping and important to warrant Congressional action. But when the court majority went all out, covering by implication and word such matters as multiple ownership, newspaper ownership, program control, overall business operations, as well as jurisdiction over allocations, the whole industry, it seems to us, should have been galvanized into action. The ability of radio to serve the public is at stake.

This is not a matter of networks against the FCC. The networks, after all, are primarily program and sales agents, save for their owned and operated stations. They are not licensed by the FCC. It is a matter of gravest possible consequence to every broadcaster, irrespective of whether he feels he stands to benefit immediately from the changes to be wrought by the network regulations effective June 14 (as things now stand).

From Government proponents of the court's opinion come shouts of derision against those who foster remedial legislation. We are told the whole fuss kicked up by the industry is just another effort by dominant interests to avoid reasonable regulation, which will restore to stations their "freedom." We've yet to hear stations complain about any lack of freedom save that imposed by the FCC itself through its efforts to assume more and more power, through intimidation, coercion or worse. Lots of empty, meaningless words have flown from the FCC. Broadcasters, as Al Smith used to say, have only to look at the record to determine whether radio is freer today than it was before that new kind of philosophy, now blessed by the Supreme Court, was infused in broadcast regulation.

Broadcasters should read and re-read the Frankfurter opinion. They should talk to their representatives in Congress about it. They should forget about any possible reprisals in Washington, for it is their duty, as citizens as well as broadcasters, to safeguard the best interests of Democracy.

Chairman Wheeler, after a couple of postponements, now announces that hearings on new legislation will begin in late June before his full Interstate Commerce Committee. His interest, and that of every member of the Committee and of Congress, should not be permitted to wane.

The broadcasting industry needs aggressive leadership in this fight. If it doesn't get that sort of guidance, the industry may be fighting its last legislative battle as a free entity. The NAB board meets in Washington June 3-4. At that time the whole campaign should be laid out. Directing personnel should be named.

Unless an unrelenting fight for safeguarding legislation is made, the industry will have sacrificed its freedom by default.

Wanted: Facts

NO MORE difficult problem has faced sellers of time in the past decade than the failure of retailers to follow other service and sales groups in adoption of radio as a primary advertising medium. Action and agitation aplenty have marked industry efforts to interest retailers, especially department stores, in the efficacy of the air medium.

Through the years the problem has been discussed intermittently with great vehemence. Sporadic and serious efforts have been made to interest retailers in radio. These efforts have been handicapped by the fact that many of the key advertising men in retailing have been reared in the white-space advertising field.

At the heart of the problem are two obvious issues—retailers must be educated in radio and radio must be educated in retailing.

To achieve this the Retail Promotion Committee of the NAB under the able leadership of Paul W. Morency, of WTIC, Hartford, is going after all the retailing information it can get from broadcasters. As part of its extensive Retail Promotion Plan, the committee is sending out two questionnaires. The first seeks statistical data, which also will be made available to the Harvard University Business School in its study of retail radio advertising. The second is a heart-and-soul document—a list of penetrating questions about radio retailing experiences.

Lack of information has hampered past efforts to develop radio's retail clientele. Here at last is a serious effort to get a fund of facts about why stores don't use more radio. The questions are straight and hard. They ask what and why. If all stations provide complete answers, the NAB will have information that should provide a radio retailing encyclopedia.

That Coal Buy

FACED with a selling job—to induce Americans to store next winter's coal now—Mr. Ickes' Office of the Solid Fuels Administrator last week sent to coal dealers throughout the country recorded radio programs for local sponsorship. Accompanying the discs was a reminder that radio has contributed heavily to the "Buy Coal Now" campaign and that this cooperation cannot be asked indefinitely.

This tangible act of appreciation on the part of a Government agency will be appreciated by station operators, many of whom feel that they are given entirely too little consideration by Government campaign planners. Going beyond words of praise—which will never meet a payroll—Mr. Ickes, who calls them as he sees them, believes stations should get a square deal.

Government prepared programs for local sponsorship are nothing new. They were a proven success in 1935 when George T. (now Lt. Col.) Van Der Hoef of the Marines introduced them as chief of public information of the FHA. When OWI tried them with *Uncle Sam*, they were so enthusiastically received that a united radio industry, in Chicago last month, asked for more. The fact that OWI since has cancelled this series for local sponsorship is another story, and one that still needs further explanation.

Sponsor or no sponsor, radio would back up the "Buy Coal Now" campaign to the limit. But stations are going to get particular pleasure out of doing this job—the sustaining as well as the commercial—because, for once, the Government presents proof of its faith in the medium, the kind of proof businessmen understand best. Uncle Sam is telling coal dealers and sponsors at large that radio time is a good buy.

Awards of Merit

CITATIONS of merit for the dissemination of war information through advertising by OWI —comparable to the Army-Navy E Awards in war production—is the timely suggestion of Miller McClintock, Mutual president. The awards would be made to advertisers and advertising agencies and would take official cognizance of advertising's achievements in the war effort.

The job advertising has done is evident. Every program carrying a war message and every white space or billboard display geared toward victory constitutes a badge of merit. Mr. McClintock's suggestion is sound because it provides tangible recognition of outstanding contributions. And, as has been experienced in the war production field, it would provide new incentive for even greater achievements in war advertising.

We Pay Our Respects To —

WILLIAM BYRON McGILL

TWO RARE attributes—talent and resourcefulness—are the possessions of William Byron McGill, who last week assumed office as general advertising manager of Westinghouse Radio Stations Inc., Philadelphia.

Mac, as they called him at KDKA, Pittsburgh, where he was sales promotion manager for five years, is one of those unusual gentlemen whose versatilities are seemingly endless. He is an artist, designer, and inventor, as well as advertiser, and he brings all the imaginativeness of these endowments to a profession in which the creative genius finds ample expression.

And on top of these talents, Mac adds business instinct and aggressiveness. They all combine to produce a proficient promotion man who assumes his new duties reinforced by 20 years of experience in advertising and promotion work for theatres, radio and national advertisers.

Mac was born Oct. 9, 1898, in Masontown, Pa., a town of 3,000 population, some 50 miles from Pittsburgh. Reared from childhood by an uncle, a jeweler and engraver, his artistic faculties found early interest in designing. Later he went to Carnegie Tech, Pittsburgh, attending the School of Fine Arts for a year.

Advertising became a career for Mac in 1918 when he joined the *Pittsburgh Post* as branch manager in the classified advertising department. In that same year he was inducted and honorably discharged from the Army within less than an hour—on Armistice Day.

From 1920 to 1926, he joined with George S. Sherman in a theatrical art and advertising studio, through which modern display techniques in convention, show window and theatre advertising were introduced to Pittsburgh. In 1926, he established the Franklin Press, a venture which at least satisfied an interest in typography and design and which was worth the investment, says Mac, for an historic day spent with Fred Goudy, noted designer, at his Village Type Foundry in Marlborough, N. Y.

In 1928 he organized Neon Signal Devices Inc. to market traffic signals which he invented. The business thrived until the depression got the better of traffic and in 1932 he returned to the designing and manufacturing of mechanical displays. He worked for such firms as U. S. Steel, Bethlehem Steel, Armstrong Cork and Pittsburgh Plate Glass. While so occupied KDKA turned to him for special promotion work and attracted him into its own sales promotion offices.

Mac is known widely in Pittsburgh for his etchings and paintings as well as for his work in advertising. In the Pittsburgh Chamber of Commerce headquarters hangs an imposing etching entitled "City of Golden Opportunity". His etchings of Pittsburgh are treasured possessions on the walls of many of his friends' homes.

He is also an amateur astronomer and has perfected numerous inventions which are now giving service in various fields.

In 1939 he married Lois A. Miller, whom he met at KDKA where she conducted organ programs for more than five years.

Clifford H. Dowling

CLIFFORD H. DOWLING, 41, assistant general manager of British United Press, died at Toronto recently after a brief illness. Born in Winnipeg, he was educated in British Columbia, started his newspaper career on the Vancouver *Star* in 1925 and two years later came to Toronto. He returned to Vancouver a few years later to enter the advertising business, and after two years became manager of an advertising agency in Sydney, Australia. On his return to Canada he joined A. McKim Ltd., Toronto, and joined BUP in 1941.

Personal NOTES

RALPH R. BEAL, research director of RCA Laboratories, will speak on "Research and Electronics", at a meeting of the New York Stock Exchange June 1. His address is one of a series on electronics presented for members of the Exchange under auspices of the New York Institute of Finance.

BOB McCRANEY, general manager of WCBI, Columbus, Miss., has returned to his office after being out for a week with bronchial pneumonia.

PATRICIA SEARES, account executive of KYA, San Francisco, has resigned to join the U. S. Ferry Command.

EDWARD E. WILLIAMS, known as Broadway Bill, has joined KFAC, Los Angeles, as salesman.

ETHEL DAVIS, personnel director of WINX, Washington, has been elected vice-president of the WINX Broadcasting Co., according to Lawrence J. Heller, president.

ARTHUR B. CHURCH, president of KMBC, Kansas City, and Mrs. Church, on June 2 observe their 25th wedding anniversary.

ALLAN W. KERR, formerly with Free & Peters and International Radio Sales, has joined the sales department of WOV, New York.

J. FRANK JOHNS joined the sales department of WCCO May 17 as assistant to Harvey Struthers. He was for ten years connected with midwestern stations.

GENE CARR, assistant to J. Harold Ryan, assistant director of censorship for broadcasting, is on a tour contacting stations in the South.

CHARLES R. HOOK, president of American Rolling Mill Co., and Elisha Walker, a partner of Kuhn, Loeb & Co., have been elected to the board of directors of Westinghouse Electric & Mfg. Co., according to A. W. Robertson, chairman of the company's board.

LOREN MYERS, assistant sales manager of WSB, Atlanta, has been inducted into the Army at Ft. McPherson.

JOHN A. STEWART, commercial program director of the Don Lee Broadcasting system, has returned to Hollywood after a trip to Northern California Don Lee stations to confer with program directors on future broadcast plans for the network.

CECIL BROWN, CBS commentator, will be one of the guests of honor June 5 at the annual rally in New York of Youthbuilders Inc., organization made up of New York school children. For the first time in four years, the group is not making its annual radio awards.

ARCHIE S. GRINALDS, formerly of the New York sales office of WLW, Cincinnati, and previously manager of WSAI, Cincinnati, has been named a station contact representative of the BLUE by John H. Norton Jr., station relations manager.

Latham to Coast

JACK LATHAM, assistant sales manager of Mutual, left New York May 23 for the West Coast, to develop new program ideas in line with the network's newly announced emphasis on programming. During his two-weeks visit in Los Angeles, Mr. Latham is scouting for Hollywood talent for new programs, and is doing promotional work on current network shows.

EXECUTIVES HEARD AT BMI MEETING

BMI held its seventh program managers meeting at the New York headquarters of the industry music organization last Monday and Tuesday, with program managers of 25 stations in attendance. Sydney M. Kaye, executive vice-president and general counsel; Merritt E. Tompkins, vice-president and general manager, and other BMI executives addressed the group during the two-day session. New BMI tunes were previewed.

Station program executives attending the meeting were: W. G. McBride, WDBO, Orlando; Ezra McIntosh, WWNC, Asheville; H. W. Koster, WPRO, Providence; H. L. Hageman, WADC, Akron; E. C. Obrist, WFIL, Philadelphia; Maurice Thompson, WJDX, Jackson; Allan Page, KVOO, Tulsa; H. W. Metzger, WTAM, Cleveland; D. H. Harris, WTAG, Worcester; Clifford Rian, WTCN, Minneapolis; Woodbury Carter, WTRY, Troy; F. Werner, WXYZ, Detroit; H. G. Templeton, WLS, Chicago; King Harmon, KUTA, Salt Lake City; Roy Thompson, WFBG, Altoona; Lee Nydegger, KFBI, Wichita; Gene Chenault, KFRE, Fresno; Pete Teddlie, WRR, Dallas; Jay Heitin, WHYN, Holyoke; V. E. Reed, KFH, Wichita; G. M. Jackson, WBOW, Terre Haute; Cody Noble, WDAN, Danville, Ill.; Winslow Bettinson, WHEB, Portsmouth, N. H.; Charles Stone, WMBR, Jacksonville; Robert Mackall, WFMJ, Youngstown.

Lt. Bailey Honored

AN AWARD of merit for excellent work in recruiting enlistment of Seabees, the Navy's newest branch of service, has been conferred upon Lt. William J. Bailey, now assigned to the Navy's Industrial Incentive Division in Washington. Lt. Bailey was recently transferred from the Radio Section of the Office of Public Relations. In his new post he will coordinate and supervise all radio activities for the Incentive Division and will be associated with Lt. Robert Taplinger, former publicity head of CBS. Lt. Bailey was for several years on the NBC staff in New York.

WOR Sales Shifts

DEWITT C. MOWER, recently associated in a civilian capacity with the Navy Bureau of Yards & Docks, and for six years with TransAmerican, has joined the sales department of WOR, New York, assigned to the station's Chicago office. Clarence Van Auken replaces Herman Maxwell as sales representative of WOR offices in Chicago, Boston, and San Francisco, and will also serve as WOR account executive. Mr. Maxwell is now in the Navy. Mr. Van Auken will be replaced as head of the sales service of WOR by Jean Shaeffer, for the station's program department.

ALISTAIR COOKE, correspondent of BBC and of the London *Times*, has completed a book to be published this summer by Duell, Sloan and Pearce, New York, titled "The Face of the Nation—A Portrait of the American People at War."

BEHIND the MIKE

VIRGINIA VERMILLION has joined the continuity staff and Barry Currigan is a new announcer of KLZ, Denver.

ROBERT McBRIDE, announcer-writer of WAOV, Vincennes, Ind., is author of *This Is Worth Fighting For*, a dramatic serial of the WAAC now being aired on 11 Indiana stations. It has also been sent to national WAAC headquarters for national distribution.

STEPHEN JAMES has left WEAN, Providence, to join WEEI, Boston, as announcer.

WARREN ANDERSON has taken over the night news duties at WKZO, Kalamazoo-Grand Rapids, formerly handled by Wayne Robinson, now in the Army. Marion Stutes has been appointed to the junior announcing staff.

JACK THOMPSON, Mutual reporter who covered the entry of U. S. forces into Tunis, has returned to this country on furlough. After a brief stay in New York, Mr. Thompson went to Chicago. He will return to a fighting front after he completes an assignment for the *Chicago Tribune*, for which he is correspondent.

BOB SHEPARD, announcer of WOR, New York, is the father of a boy.

BETTY SHAY, formerly of the night program division of NBC, has joined Phillips H. Lord, New York, as supervisor of *Counterspy*, program produced by Lord and sponsored on the BLUE by Mail Pouch Tobacco Co., Wheeling.

Miss Howard, Promoter

APPOINTMENT of Hazel B. Howard as promotion director of WSAI, Cincinnati, has been announced by Walter A. Callahan, general manager. Miss Howard originated one of the first fashion programs sold to a department store, *Helen Hoyt's Fashion Flashes*, heard over WMC, Memphis, in the early days of radio. Later she directed promotion for the Memphis baseball club, and southern tours of leading musical organizations and theater road shows.

JOHN MURPHY, NBC supervisor of commercial traffic, has been transferred to the station relations department, succeeding Burton Adams, who has resigned as contact man to join the Navy as an ensign. Mr. Murphy's duties will be taken over by Steere Mathew, commercial engineer and assistant traffic manager.

GERTRUDE HOFFMAN, formerly with Biow Co., New York, and previously associated with NBC and CBS in Hollywood, has been appointed assistant to Dorothy Kemble, continuity acceptance editor of the BLUE, replacing Warren Ambrose, resigned.

EDWIN MORSE, now in his seventh year as director of *Jack Armstrong* on the BLUE, will retire shortly to his farm in Alabama, where he plans to raise pecans and write radio scripts. Retirement is on doctor's orders. Succeeding Mr. Morse will be Ted MacMurray, director of *John Freedom* and other BLUE programs out of Chicago. He has been assistant director on the *Jack Armstrong* series for the last year. Series has recently acquired a new scripter, Irving J. Crump, author of boys' books, who replaces Lt. Col. Paschal Strong. Col. Strong is giving full time to his military duties.

GRACE HELLERSON, manager of the BLUE's central booking office, is to be married in June to Capt. H. J. Lilleston, a commanding officer in the Army Air Forces. Miss Hellerson has received a three-month leave of absence, which she will spend in St. Louis. Her fiance is stationed nearby. Marjie Ashmead, secretary to Dr. H. B. Summers, head of the BLUE public service division, is to marry Charles Whalen, June 26. Mr. Whalen is with Lever Bros., and was formerly with NBC.

JERRY LAWRENCE last week discontinued his recorded music program, *Mutual Matinee*, on WOR, New York. Program was heard Sunday thru Friday, 2:45-4:30 p.m., and has been replaced by a series of music and variety programs. Mr. Lawrence continues as m.c. of the *Battle of the Boroughs*.

SCANNING the script for the Ca*nadian Army Show* is Maj. Ve George (center), president of Whitehall Broadcasting Ltd., Mon treal, and commanding officer of the show unit, with Sgts. Fran Shuster (l) and Johnny Wayn comedy stars of the Army show Sgts. Shuster and Wayne formerly were comedians on Buckingham Cigarette's *Blended Rhythm*, one of the largest commercial network shows in Canada.

BRUCE MATTHEWS has been appointed by WAAT, Jersey City, to assist Earl Harper in broadcasting the Newark Bears baseball games of the International League. Matthews is a former announcer of WOV, New York.

MRS. MARY NELL KLING, director of women's activities of WSBA, York, Pa., is resigning to give full time to her chicken farm, and is being replaced by Annetta Hain. Frances McConnell has joined the WSBA announcing staff.

LLOYD WEBB, former announcer of FM station W59C, Chicago, and William Brook, formerly of WEMP, Milwaukee, have joined WIND, Chicago.

MARIO SILVEIRA, active in Spanish language broadcasts to Latin America on NBC's international stations, has entered the Army.

ROLLIE THOMAS, former announcer of KFI-KECA, Los Angeles, and now with Army Air Forces Ferry Command, is stationed at Terminal Island, Cal.

CHARLEY STOOKEY, of KMOX, St. Louis, on May 20 entered his 15th year as radio farm editor. The CBS *Country Journal* broadcast of May 22 featured him in a description of the Mississippi Valley flood disaster, which he viewed from the air.

MRS. MARY EATON has joined the production and news analysis departments of WHEB, Portsmouth, N. H. Francis Bovin, from WFEA, Manchester, has joined the staff as announcer.

SALES
ZERO-ZERO
IN
EIGHTY
EIGHT (Ky.)?

When it comes to sales opportunities, Eighty Eight (Ky.) ain't exactly a hot number. But the Louisville Trading Area *is!* With 57.5% of Kentucky's buying power, the Louisville Trading Area does 17.1% *more* retail buying than the rest of the State *combined!* . . . WAVE's a hot number, too—gives you complete coverage of this market at one (1) low cost—makes your success an almost mathematical certainty! Speaking of that, how's *your* arithmetic in the Louisville market?

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,

WBZ
50,000 WATTS

LINE MOSBY, daughter of A. J. ..., general manager of KGVO, ..., Mont., who is Montana ... U. correspondent of the station, ... been appointed one of the twenty ... editors for the college issue of "Mademoiselle".

BROOKS HENDERSON, newscaster ... KSTP, St. Paul, has been invited ... join Sigma Delta Chi, national pro... journalism society.

CHICK MAUTHE, Cincinnati or... leader, has been made musical ... of WCKY, Cincinnati, suc... Bobby B. Baker, who has ... the Army.

MRS. ETHELDEAN WINN and ... Hughes have joined the con... department of KOMO-KJR, ..., while Bill Ward has left the ... and joined the Army. ... Hopkins, from the Tacoma ... Theatre, has joined the station ... announcer.

NOEL SCHRAM, producer of KOMO-KJR, Seattle, and Mrs. Schram, the former Cornelia Van de Kant, radio actress, are parents of a baby boy.

VIRGINIA LINDSEY, in private life Mrs. Roy Lindsey, West Coast manager of Tom Fizdale Inc., national publicity service, has resigned. Neil McDonald, her assistant, takes over the position.

SANFORD BECKER, announcer of WBT, Charlotte, N. C., expects to be inducted into the Army shortly, and has resigned. Joining the staff are Howard Turner, from WWNC, Asheville, N. C., and J. B. Clark Jr., from WDNC, Durham, N. C.

BILL HART is the new m.c. on the 7:30-9 a.m. *Shopper's Special* on WDRC, Hartford.

LAWRENCE WATSON, announcer of WCBI, Columbus, Miss., is to report July 1 for duty with the Navy. Roger Bryant, sports and news editor of the Columbus *Commercial Dispatch*, has taken the posts of announcer and sports editor.

HARRY WICKERSHAM, program director of KJBS, San Francisco, is on leave to join the Navy.

HARRY DOYLE, announcer-newscaster, formerly with stations in Seattle and Honolulu, has joined KSAN, San Francisco, as news editor.

LEON (Bill) DORAIS of the CBS, Hollywood press relations department, has been inducted into the Army.

BOB CARROLL has joined the writing staff of CBS, Hollywood, and is assigned to research for the weekly *Don't You Believe It*, sponsored by Plough Inc. (St. Joseph's aspirin, Penetro products), on West Coast stations. Cran Chamberlin writes the series.

HENRY (Hank) WEAVER, announcer of BLUE Hollywood, has joined the Marines.

RUTH WENTWORTH, formerly of Minneapolis and San Francisco stations, on May 24 started a five-weekly quarter-hour home economics series on KFI, Los Angeles.

STAN SHAW, m.c. of WINS, New York, married Jean Dodson, a Powers model, May 26.

THEODORE T. SCHREIBER, member of the music library staff of NBC Chicago who left in 1940 to establish a business of his own, has rejoined the NBC staff as music librarian.

JACK LESCOULIE, formerly co-m.c. with Bill Kelso of *Milkman's Matinees* on WNEW, New York, has left to join the Army. Art Ford, announcer and m.c. now handles the show.

DAVE MURPHY, WGY newsman, conductor of the *Vicks Dinner Dance*, reporter of the *News Tonight* for Grove Labs., has joined the staff of WHN, New York.

A Look Ahead

FIRST ORDER for a Helicopter to come off the assembly line when the war is over has been placed by WCBI, Columbus, Miss., through Col. Birney Imes, owner of the station. The machine's ability to hover in the air, rise vertically off the ground, fly sidewise, backward, forward, and land on earth or water will be put to use for WCBI and *The Commercial Dispatch* in covering special events and news gathering. WCBI engineers plan to equip the ship with two-way radio.

EUNICE BYLUND at one time with Paul H. Johnson Adv. Agency, Worcester, has joined the continuity staff at WTAG, Worcester, replacing Olive Merrill, who is now announcing on W1XTG, WTAG's FM affiliate.

JACK STEVENS, former Mutual and Atlantic Coast Network sports commentator, has been named news editor of WORL, Boston, and will also air a *Sports Digest of the Air*.

FRANCES JONES, has joined the program department of WICC, Bridgeport, Conn., replacing Josephine Miller, who resigned two weeks ago.

GEORGE CALANGIS, former CBR, Vancouver, conductor, is now touring western Canada as musical director of the Royal Canadian Air Force show "The Blackouts".

RICHARD DUNHAM, announcer at eastern and southern stations has joined CBS. Fred Carr, with the CBS shortwave department since January, 1941, has joined the program department of WABC, CBS outlet in New York. Ed Jacobs left the latter department May 29 to enter the Army. Joe King, CBS announcer, replaces Jay Sims on the 9 a.m. news period, Mr. Sims having joined the Army.

ED KING, of Los Angeles, has joined KSAL, Salina, Kan. having received a medical discharge from the Navy where he spent four years.

DON MITCHELL, formerly of WSGN, has transferred from the band at Turner Field, Albany, Ga., to the public relations office where he broadcasts three times a week a 15-minute Turner Field news period in addition to handling press relations. McClellan Van de Veer, WSGN news analyst and Mutual commentator, has been promoted from Associate Editor of the Birmingham *Age Herald* to chief editorial writer of the Birmingham *News* and *Age Herald*. Both papers and the station are owned by the *News*.

MARY LUCILLE CARTER has joined WIOD, Miami, Fla., as chief of the continuity department. Mrs. Carter came from WAGA, Atlanta, where she was director of women's activities, and wrote, produced and broadcast commercial programs.

EARL STEELE, announcer of WTAG, Worcester, is now announcer with CBS.

OREN MATTISON, auditor of KMPC, Beverly Hills, Cal., has been inducted into the Army. Joe Towner, formerly traffic manager, takes his place.

Are We Blue?

Yes indeed, we're BLUE—and proud of it!

America's fastest growing network and America's fastest growing 50,000-WATTER—that's the combination that guarantees action with listeners and advertisers!

BLUE* shows are hitting 'em high, wide and handsome and WWVA local personality production produced 337,000 pieces of mail (96½% commercial) during the first four months of 1943—and both of us are just getting up full steam!

*We're proud that two Wheeling concerns are on the BLUE!
"MUSICAL STEELMAKERS"—Sundays, 5:30-6:00 P.M.
(Wheeling Steel Corporation)
"COUNTER SPY"—Mondays, 9:00-9:30 P.M.
(Bloch Bros. Tobacco Co.)

ASK A JOHN BLAIR MAN

WWVA
50,000 WATTS
WHEELING, W.VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Union Officer Expelled

CHARGED with shortage in accounts, Eddie B. Love, on leave from his post as secretary of San Francisco Local 6, Musicians Mutual Protective Assn., to serve as aide to James C. Petrillo, AFM president, has been relieved of his duties, expelled from the local union and fined $3,000. Shortage is from the local union's revolving fund of "standby" money contributed to by radio stations when amateur talent replaces musicians on programs. A. Rex Riccardi, secretary of the Philadelphia Musicians' Union, Local 77, AFM, has been named as special assistant to Mr. Petrillo.

Stores Can Make Radio Pay

(*Continued from page 11*)

indirectly) Blank's Department Store.

In a sense, the advertising department of the typical store acts only as an advertising agency placing copy for each department and taking a certain percentage of sales for its own maintenance. Each department or selling entity must be given its adequate share of the store's total publicity outlay based primarily on the department's percentage of the store's total sales.

Departments carefully plan series of advertisements, sometimes stressing price promotion, sometimes quality or prestige, sometimes intangibles such as fashion significance, sometimes inherent value, *but invariably offering an item or items that have selling appeal.* And there are a great many departments all of which in at least some season must have their items covered daily or weekly.

Now when a store employs newspaper space, this is a relatively simple job; a daily section or sections can be planned with linage allotted according to the value of each promotion. Important or seasonably important departments can be readily covered and, *most important,* a customer can read at leisure and re-read even the smallest section at will. Customers have been educated for half-a-century to look for and read department store copy, and tests show that department store sections have exceptional, constant readership. The newspaper "audience" does not have to be built up—it's a daily show with a relatively constant public.

Choosing a Show

Radio offers a more difficult merchandising picture. A show must be chosen as a vehicle, and several commercial insertions will be permitted depending upon the length of the program. Here is where trouble starts, for although most retail people attempt to merchandise a radio show, just as they merchandise a newspaper section with a diversity of items *seldom repeated,* it cannot be done. If you toss three or more unconnected items into any given news period, sports period or any other type of program at 40 seconds per impression, you can't expect results that will compete with the newspaper even if you have a built-up audience.

Forty seconds' worth of commercial a month would not sell Johnny either.

Educational Job

Granted that few if any stores have done the tremendous educational job in radio that they have done in newspapers, and granted that expenditures on radio in the beginning naturally will be rather limited, how can this merchandising obstacle be surmounted, permitting the store to advertise items (as it must if across-the-counter results are to be obtained) and still employ radio's normal programming and production techniques?

Radio, to compete with the newspaper in this field, must bring desired results at from 3 to 4% expenditure, and immediate results are normally limited to 24 or 48 hours. (Obviously, only a small percentage of total daily sales can be traced to advertised items, but a medium must induce strong sales results for the advertised merchandise if it is to prove its salt). The seven-million-dollar store's individual departments will do from only a few dollars in volume for the smallest to a thousand or so for the largest in a given day. Four per cent of these volume figures permits very little expenditure, even when absorbed by a week's or a month's business.

It is my belief that stores can best get around this situation by doing careful merchandise dissection jobs when employing radio. That is, choose merchandise divisions such as the men's, home fur-

MANY RADIO HOMES IN THE WDBJ PRIMARY?

WELL—NOT AS MANY AS IN NEW YORK OR CHICAGO!

NO—WDBJ's 27-county primary area (day time) doesn't boast as many radio homes as New York or Chicago. Or even Minneapolis.

But it does give you 120,348 radio homes in the rich, responsive Roanoke-Southwest Virginia market. And that's more radio homes than you'll find in the whole state of New Hampshire. Or Delaware. Or Arizona. In fact, it's 28.6% of all the radio homes in Virginia.

Besides, the only way you can reach all of these 120,348 radio homes is with WDBJ. You see, it's the only station that has a strong, clear signal at all times all over the entire area.

So—if you haven't been using WDBJ, better write for availabilities. Quick!

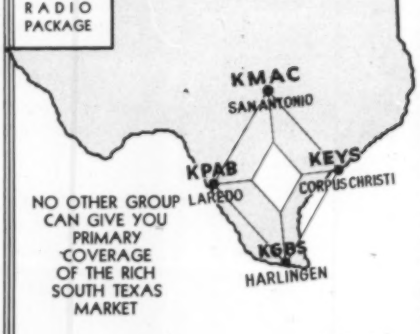
WDBJ ROANOKE VA.

CBS · 5000 Watts · 960 KC
Owned and Operated by the TIMES-WORLD CORP.

Represented by FREE & PETERS, Inc.

Your DIAMOND MARKET in a GOLD SETTING

SOUTH TEXAS' RADIO PACKAGE



NO OTHER GROUP CAN GIVE YOU PRIMARY COVERAGE OF THE RICH SOUTH TEXAS MARKET

Here's complete primary coverage of the whole, rich South Texas market—including San Antonio, largest military center in the U. S., Corpus Christi with the largest naval school in the U. S., Harlingen with the largest gunnery school in the U. S., Laredo with the largest range-finding school in the U.S.—at low cost. 4 prosperous markets in one. Your account handled individually by the four stations, working closely with retailers and wholesalers in each area. Literally, a diamond market in a setting of gold! Write for details.

★ ★ ★

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

★ ★ ★

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS

SECOND Department Store contract with KLZ, Denver, in recent weeks is received by Fred Mueller (l), head of the KLZ commercial dept. Covering six quarter-hour programs weekly for a musical show *Maytime Is Your Time*, arrangements were completed with Jon Waldman, advertising manager of the sponsor, the May Company.

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furnishings, fashion, or large departments such as furniture, or important seasonal departments such as furs. Programs can be built around these divisions which can be directed readily to a specific customer audience.

Thus, a store might use a baseball scores' program or sportscast, or a news program for the men's division. It might use a fashion information program, a Hollywood gossip program, or some other suitable vehicle for the fashion division. It might use a consumer program cooperating with various women's clubs or the PTA, or a homemaker's program of some kind for the home division or furniture department.

The problem will be simpler from the standpoint of results in the beginning if we choose good staple items, either private or nationally branded items, backed by enough stock and with sufficient sales expectancy to permit considerable repetition. If possible, it will help results if items of sufficient unit value are employed so that total sales of even a few of these items will pay the way. As examples: men's suits, fur coats, heavy appliances (when we are fortunate enough to have them again).

Simplifying Practice

By this method of selection a store will be able to reduce the advertising job to the simple practice of allowing for plenty of repetition of a basic selling story that will sell both the merchandise and the division. If we were to choose men's clothing, as an example where our 7-million-dollar store would probably do from 200 to 300 thousand dollars a year, we could constantly hammer home a few branded lines, and merchandise our broadcast with $20 to $60 unit sale items. (Perhaps under present conditions the men's clothing example is unfortunate, but it demonstrates the point).

The writer believes emphatically that if radio is to have an important place in the department store advertising picture it must sell goods across the board. It may be a good institutional medium, but dollars for institutional advertising are strictly rationed and easily cut. Radio must prove that it can sell merchandise immediately, giving the added sales which can be expected from newspaper advertising. Hence, the divisional or departmental dissection theory has considerable appeal, for it permits promotion of specific items in given classifications without running over the entire store map.

Individual Needs

Radio men will do well to study the individual stores in their area to find out what departments and divisions are particularly strong in each store, and what departments and divisions can stand the missionary expense necessary. Then the station will be able to formulate intelligently program vehicles which will be something more than "just shows", vehicles which will be in fact razor-sharp promotional shows attuned closely to the merchandise and the audience which buys that merchandise. Then, I believe, radio will produce results, given a year's time, which will astound most department store promotion men.

WINN Woman Newscaster

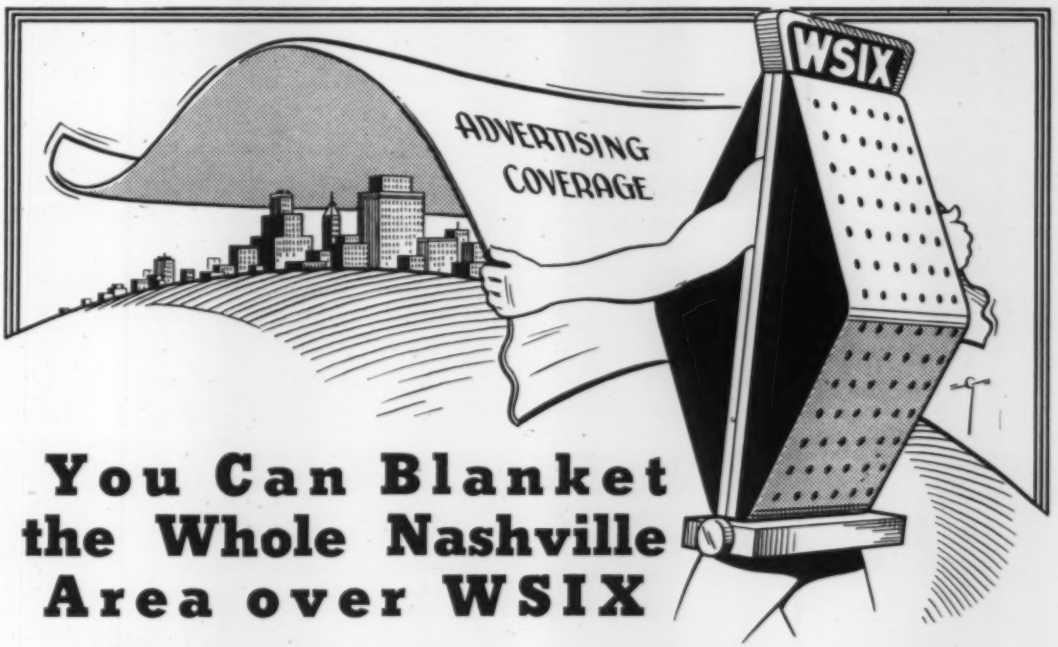
WITH 12 years of Far Eastern experience, Mrs. Margaret Procter Smith has begun a series of commentaries on WINN, Louisville, called *The Facts Behind the News*. Mrs. Smith revealed plans for Japanese conquest in 1927, four years before the invasion of China. But in those palmy days, her story came before skeptical eyes. Now J. B. Powell, newspaperman who lost both feet in a Japanese prison camp, has invited her to contribute to his new magazine, *The Far Easterner*. Mrs. Smith is a personal friend of Chiang-Kai-Shek. Heard during the winter early Saturday morning on WGRC, she will now be presented at a better hour on WINN.

Sound Calls

A NUMBER of stations, among them KTUL, Tulsa, KOMA, Oklahoma City, and KROW, Oakland, are using various sounds articulated into call letters for station breaks. The latter station is using the sound of a rooster crow articulated into KROW, Oakland".

'CBS' Impressions

TO IMPRESS upon people outside the radio industry that the call letters "CBS" means the same thing as Columbia Broadcasting System, the network is changing the system cue on sustaining programs to "This is CBS, the Columbia Broadcasting System." New identification, which goes into effect June 1, will also be used on any sustaining broadcast having middle station breaks. Cue on commercial programs will remain: "This is the Columbia Broadcasting System."



You Can Blanket the Whole Nashville Area over WSIX

WSIX carries your advertising into the friendly, receptive homes of the **entire** Nashville trade area.

WHETHER for a test run or as part of a general campaign, WSIX offers the means of getting in solidly on the rich Nashville market—and at low cost of coverage—through **one** proven medium.

Spot Sales, Inc., National Representatives

Member Station, the Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW, San Francisco

Sunnyvale Packing Co., San Francisco (Rancho soups), 5 *sa* weekly, direct.
Standard Brands, New York (Stan-B), 13 *ta* weekly, thru Ted Bates Agency, N. Y.
Bethlehem-Alameda Shipyards, Alameda, Cal. (employment), 7 *sp* weekly, thru Ryder & Ingram Ltd., Oakland, Cal.
Curtis Publishing Co., Philadelphia (*Saturday Evepost*), 2 *sa* weekly, thru MacFarland, Aveyard Co.
Nehi Corp., Columbus, Ga. (Par-T-Pak and Royal Crown Cola), 5 *ta* and 1 *sa* weekly, thru BBDO, N. Y.
Carter Products, New York (Superin), 9 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Frozen Foods Inc., Oakland, Cal. (Honor Brand frozen foods), 5 *sa* weekly, thru Tomaschke-Elliott, Oakland.
Pacific Telephone & Telegraph Co., San Francisco, 3 *sa* weekly, direct.
Hammond Aircraft Co., San Francisco (employment), 5 *sa* weekly, direct.
National Biscuit Co., New York (Shredded Wheat), 7 *ta* weekly, thru Botsford, Constantine & Gardner, San Francisco.
National Biscuit Co., New York (Shredded Wheat), 5 *ta* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Loma Linda Food Products, Arlington, Cal. (cereals), weekly *sa*, thru Gerth-Pacific Adv. Agency, San Francisco.
Langendorf United Bakeries, San Francisco (Holsum bread), weekly *sa*, thru Erwin, Wasey & Co., San Francisco.
Coronet Magazine, New York, 13 *ta* weekly, thru Schwimmer & Scott, N. Y.
Post Quality Foods, Oakland (Cera-Co), 3 *sa* weekly, thru Emil Reinhardt Adv., Oakland.
San Jose Bible College, San Jose, Cal., weekly *sp*, direct.
Bathasweet Corp., New York (Bathasweet), 3 *sa* weekly, thru H. M. Kiesewetter, N. Y.
Leslie Salt Co., San Francisco, weekly *sa*, thru Erwin, Wasey & Co., San Francisco.
Durkee Famous Foods, San Francisco (Troco), 2 *sa* weekly, thru Emil Reinhardt Adv., Oakland.
Eitel McCulough, San Francisco (Fimac), 14 *sa* weekly, thru L. C. Cole Adv., San Francisco.
Fox West Coast Theaters, San Francisco, 10 *sa* and *sp* weekly, direct.

KFRC, San Francisco

Yellow Cab Co., San Francisco, *sp* weekly, thru Rhoades & Davis, San Francisco.
Dermico Labs., San Francisco, 2 *sa* weekly, thru Lyon Agency, San Francisco.
Charm Kurl Co., St. Louis (permanent wave kit), 5 *sa* weekly, thru Guenther-Bradford & Co., Chicago.
Feminine Products, New York (Arrid), 3 *ta* weekly, thru Small & Seifer, N. Y.
Bank of America, San Francisco (chain banking system), 3 *sa* weekly, thru Charles R. Stuart, San Francisco.
Lever Bros., Cambridge (Rinso, Lipton Soup), series of *ta* and *sa*, thru Ruthrauff & Ryan, N. Y.
Petri Wine Co., San Francisco, *sp* and 10 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
Albert S. Samuels Co., San Francisco (jewelers), weekly *sp*, direct.
Italian Swiss Colony, Asti, Cal. (wine), 5 *t* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Reid, Murdoch & Co., Chicago (Monarch food), 25 *sa* weekly, thru Rogers & Smith, Chicago.

WHN, New York

Rieser Co., New York (Venida liquid hosiery), *sa*, 1 week, thru E. T. Howard Co, N. Y.
Esquire Inc. (*Coronet Magazine*), *sa* 1 week, thru Schwimmer & Scott, Chicago.

WEEI, Boston

Lever Bros. Co., Cambridge (Lifebuoy), one *sp* weekly and 11 *sa* weekly, six weeks, thru Ruthrauff & Ryan, N. Y.
Paramount Pictures, New York, one *sa* weekly, 52 weeks, thru Radio Sales, N. Y.
Hubinger Co., Keokuk, Ia. (Elastic starch), 8 *sa* weekly, 13 weeks, thru Ralph Moore Inc., St. Louis.
Skinner Mfg. Co., Omaha (Raisin bran), 3 *t* weekly, 52 weeks, thru Ferry-Hanley Co., Kansas City.
Penn Tobacco Co., Wilkes-Barre (Kentucky Club and Willoughby Taylor Tobaccos, Julep cigarettes), 3 *sp* weekly, 52 weeks, thru H. M. Kiesewetter Adv. Agency, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.

KTMS, Santa Barbara, Cal.

Nehi Corp., Columbus, Ga. (Par-T-Pak), 5 *ta* weekly, 26 weeks, thru BBDO, Los Angeles.
Lyon Van & Storage Co., Los Angeles, 6 *ta* weekly, 52 weeks, thru BBDO, Los Angeles.
Pepsi Cola Co., Long Island City, N. Y., 14 *ta* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
Regal Amber Brewing Co., San Francisco, 7 *ta* weekly, 52 weeks, thru M. E. Harlan Adv., San Francisco.
Interstate Bakeries Corp., Los Angeles (Roman Meal bread), 5 *sp* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.
Wilco Co., Los Angeles (Biff spray), 5 *ta* weekly, 8 weeks, thru Elwood J. Robinson Adv., Los Angeles.
Golden State Co., San Francisco (Golden V milk), 10 *ta* weekly, 26 weeks, thru Ruthrauff & Ryan, San Francisco.

KFWB, Hollywood

Carter Products, New York (Superin aspirin), 9 *ta* weekly, 26 weeks, thru Duane Jones Co., N. Y.
Interstate Bakeries Corp., Los Angeles (bread), 5 *ta* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.
Basic Foods Inc., Los Angeles (health lecture), 4 *sp* weekly, 52 weeks, thru Elucidator Publications Inc., Los Angeles.
Breakfast Club Coffee Sales Co., Los Angeles, 6 *sp* weekly, 13 weeks, thru Lockwood-Shackelford Adv., Los Angeles.

KFI, Los Angeles

Seal-Cote Co., Hollywood (Flamingo nail polish), 2 *sa* weekly, 52 weeks, thru Buchanan & Co., Los Angeles.
Turco Products Inc., Los Angeles (cleanser), 5 *sp* weekly, 26 weeks, thru Warren P. Fehlman Adv., Los Angeles.

WPTF, Raleigh

Pepsi-Cola Co., Durham, N. C., 216 *ta*, thru Newell-Emmett Co., N. Y.
Peter-Paul Inc., Naugatuck, Conn., 5 *ta* weekly, 13 weeks, thru Platt-Forbes, N. Y.
Ballard & Ballard Co., Louisville (Obelisk flour), 4 *sp* weekly, 13 weeks, thru Henri, Hurst & McDonald, Chicago.
Carolina Baking Co., Greensboro, N. C. (bread), 10 *ta* weekly, 13 weeks, thru Freitag Adv. Agency, Atlanta.
Crazy Water Crystals Co., Mineral Wells, Tex., 6 *t* weekly, 52 weeks, thru Pondrum & Collins Co., Dallas.
Stanback Co., Salisbury, N. C. (headache powder), 6 *ta* weekly, 52 weeks, thru J. Carson Brantley Co., Salisbury.
Skinner Mfg. Co., Omaha (raisin bran), 5 *ta* weekly, 35 weeks, thru Ferry-Hanly Co., Kansas City.
Morton Salt Co., Chicago, 40 *ta*, thru J. Walter Thompson Co., Chicago.
Grove Labs. Inc., St. Louis (tonic), 156 *sp*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Progressive Farmer Co., Birmingham (magazine), 3 *sp* weekly, 13 weeks, thru Silver & Douce Co., Birmingham.

WLS, Chicago

Allied Mills, Ft. Wayne (feeds), 2 *sp* weekly, 52 weeks, thru Louis E. Wade Agency, Ft. Wayne.
Illinois Bell Telephone Co., Chicago, 12 *sa* weekly, 3 weeks, and 6 *sa* weekly, 23 weeks, thru N. W. Ayer & Sons, N. Y.
National Biscuit Co., New York (Shredded), 6 *sa* weekly, 8 weeks, thru Federal Adv. Agency, N. Y.
Crow's Hybrid Corn Co., Milford, Ill., 3 *sa* weekly, 13 weeks, thru Critchfield & Co., Chicago.
Walker Remedy Co., Waterloo, Ia. (livestock remedies), 18 *sa* weekly, 4 weeks, thru Weston-Barnett, Waterloo, Ia.

WCBI, Columbus, Miss.

Gardner Nursery Co., Osage, Ia., 13 *sa*, thru Northwest Radio Adv. Agency, Seattle.
Hulman & Co., Terre Haute (Clabber Girl baking powder), 365 *sa*, thru Pollyea Adv. Agency, Terre Haute.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C., *sa* daily, thru J. Carson Brantley, Salisbury, N. C.
American Burial Assn., 26 *sp*, placed direct.

WHO, Des Moines

Morton Salt Co., Chicago, 40 *ta*, thru J. Walter Thompson, Chicago.
Charm Kurl Co., St. Paul, 27 *sp*, thru Guenther Bradford Co., Chicago.
Wm. H. Wise Co., New York (*Modern Home Physician*, book), 9 *t*, thru Huber Hege Sons, N. Y.

WHAS GIFT
To Kentucky U. Spreads Listening Centers

WHAS, Louisville, has presented the U. of Kentucky with a financial gift to double the number of the university's mountain listening centers. Present total of 41 will be increased to almost 80 putting a center within three-mile reach of every hinterland resident of Leslie and Knott Counties, where the new centers will be concentrated. Two years ago, through a gift of 40 radio sets by WHAS, the university modernized its listening center system, which extends through Breathitt, Morgan, Magoffin, Floyd, Leslie, Letchter, Knott, Estill, Clay and Martin Counties.

More than ever, mountain people are depending on the listening centers for all contact with the outside world and news of the war. Gasoline rationing has almost stopped travel in these regions. Many individual set-owners cannot get batteries to keep their radios operating. Because listening centers serve many families rather than one, they are receiving preference in obtaining batteries.

RADIO ADVERTISING IS FOUND IMPROVED

COOPERATION by the networks and local New York stations with the Better Business Bureau of New York in keeping advertising on a "high level of accuracy and frankness" is definitely increasing, according to the 21st annual report of the bureau made by H. J. Kenner, general manager.

"There have been occasions when local radio stations have accepted advertising which has not met standards for accuracy prevailing in printed statements," Mr. Kenner stated. That the trend of radio advertising is toward a "high degree of responsibility and accuracy," he continued, can be seen "in a precedent-setting court decision last July, which fined a dealer in furs $500,000 for violating the New York State Advertising Law on deceptive and untrue statements on the radio."

Radio Advertisers

SHELDON Inc., Chicago (furs), has purchased tri-weekly quarter-hour morning broadcasts of *John Harrington and the News* on WBBM, Chicago. Contract is for 52 weeks. Company is now sponsoring five quarter-hour periods and five participating announcements weekly on WCFL, Chicago, and 30 five-minute spots weekly on WAAF, Chicago. Agency is Lieber Adv. Co., Chicago.

TIMES SQUARE MISSION, New York, has purchased three quarter-hour periods weekly on WBNX, New York, for a program presenting the pastor of the church, and a religious singer. Both were formerly heard on WEEU, Reading, Pa. Series starts June 8, placed direct.

MANHATTAN SOAP Co., New York, now using a schedule of spot announcements on about 70 stations for Sweetheart Soap, has increased its participations on Arthur Godfrey's program on WABC, New York, from three to six times weekly. Agency is Franklin Bruck Adv., New York.

SANTA FE TRAILWAYS, Los Angeles (transportation), on May 18 started a weekly quarter-hour musical-novelty program, *Us on a Bus*, on KECA, Los Angeles. Each week $25 War Bond is awarded for best original song title submitted. Contract is for 26 weeks. Potts-Calkins-Holden, Los Angeles, has the account.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel-Vitamin-B) has started a series of news commentaries by William Winter, three quarter-hours weekly, on 7 CBS stations on the Pacific Coast (KQW KNX KARM KOIN KROY KIRO KFPY). Agency is J. D. Tarcher & Co., New York.

EQUITABLE PLAN Co., Los Angeles (investment), new to radio, on May 31 starts a five-weekly quarter-hour news commentary featuring Burritt Wheeler, on KECA. Contract is for 13 weeks, with placement through Allied Adv. Agencies, Los Angeles. Charles B. Ganz is agency account executive.

PORTER'S OIL Co., is to sponsor the Ranger's Quartet of WBT, Charlotte, N. C., Monday, Wednesday and Friday, 8:45-9 a.m., effective May 24, and is to participate in *Grady Cole's Time*, Tuesday, Thursday and Saturday, 7:15-7:25 a.m.

CROWN DOMINION, Toronto (gasoline stations), has started daily spot announcements on CKOC, Hamilton, and CKTB, St. Catharines, Ont. E. W. Reynolds & Co., Toronto placed the account.

Fitch Starts News

F. W. FITCH Co., Des Moines (shampoo and No-Brush Shave Cream), on May 25 began sponsoring *News of the World* on 56 NBC stations Tuesdays and Thursdays, 7:15-7:30 p.m. Program is also sponsored by Miles Labs., Elkhart, Ind. (Alka-Seltzer and vitamins), on same evenings on 32 NBC stations and on Mondays-Wednesdays-Fridays on 125 stations. F. W. Fitch Co. also sponsors the *Fitch Bandwagon* Sundays 7:30-8 p.m. on the full NBC network. Agency for Fitch Co. is L. W. Ramsey Co., Davenport; for Miles Labs., Wade Adv. Agency, Chicago.

Loudon to Standard

LOUDON PACKING Co., Terre Haute, Ind., is now a division of Standard Brands, New York, following approval recently by Loudon stockholders of the purchase of the firm. Company personnel remains the same, with Western Adv., Racine, Wis., continuing as agency. Loudon products include V-8, a vegetable beverage, and tomato juice. Media plans have not been disclosed.

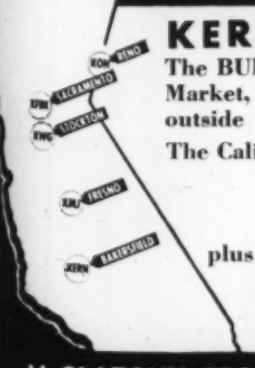
BREAKFAST CLUB COFFEE Inc., Los Angeles, West Coast distributors for Virginia Dare products, in a test campaign to promote Instant-Aid fruit drink concentrate, is sponsoring six-weekly participation in Al Jarvis' *Make Believe Ballroom* on KFWB, Hollywood. Contract is for 13 weeks, having started May 10. Agency is Lockwood-Shakelford Adv., Los Angeles.

RHODES COLLINS Furniture Co., West Palm Beach, has just completed a 52-week sponsorship of *The American Challenge* and is now presenting three times weekly the *Rhodes Collins Famous American Quiz* Monday, Wednesday and Friday, 10:15 a.m., on WJNO, West Palm Beach.

HY-TROUS Co. of California, Los Angeles (liquid fertilizer), in a 26-week campaign which ends Oct. 29, is utilizing thrice-weekly participation in *Art Baker's Notebook* on KFI, with a similar schedule in the *Chef Milani* program on KFWB. Agency is Brisacher, Davis & Van Norden, Los Angeles.

STAR FURNITURE Co., Los Angeles, on June 1 starts a daily early morning 60-minute program of recorded music on KFAC. Titled *Sad Sam*, the program features Allan McKee as m.c. Contract is for 52 weeks. Allied Adv. Agencies, Los Angeles, has the account.

CALIFORNIA COVERAGE



KERN serves KERN COUNTY, The BULLSEYE of a Concentrated Rich Market, isolated by mountains from outside Southern California coverage!

The California County
2nd in Oil
FIRST in Potatoes
THIRD in Cotton
plus 10 BOOMING WAR PLANTS

KERN 1000 watts on 1410 kcyls

See Raymer

McCLATCHY BROADCASTING COMPANY

Do you really know the Rural Merchant?

DON'T KID yourself that the rural merchant is just a small-town version of metropolitan ones. He's *different* —in four fundamental ways:

1. *His store is an institution*
   In the No. 1 Farm market, the small-town store is an institution, the merchant himself a personal friend to his customers. He depends on standard, well known merchandise to maintain his prestige.
2. *His market is a "demand" market*
   Rural people have decided brand preferences. They know what they want—and insist on getting it at their favorite store.
3. *His market is a "volume-sales" market*
   Because he is further from sources of supply, and because his customers won't accept substitutes—the rural merchant must carry bigger stocks of wanted, advertised merchandise.
4. *His market is not a private brand market*
   In the 151-county KMA primary, there are only three chains, or cooperatives, in the grocery field, and one in the drug field.

KMA *knows* the rural merchant—who accounts for 61.5% of the total retail business in the No. 1 Farm Market. KMA *knows* how to influence his customers—the 540,988 rural families who spend $544,512,205 in his stores every year. If *you'd* like this information, write today for your copy of our latest Market Data Brochure.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Agencies

PAUL RICKENBACHER, New York talent department head of Young & Rubicam, has temporarily taken over management of the agency's Hollywood office during absence of Glenhall Taylor who is on leave of absence because of illness. Bruce Eells, former account executive of Don Lee Broadcasting System, has joined the agency's Hollywood staff as head of the new traffic and information department.

BESS HARRISON, former secretary, has been promoted to Hollywood time-buyer and business manager of Foote, Cone & Belding, replacing Gene Duckwall, who is being retained on a consultant basis.

WALTER (Pee Wee) Hunt, trombonist-singer and vice-president of Casa Loma orchestra, has become production director of Smith & Bull Adv., Los Angeles.

CLYDE L. WOOD, former production aide of Biow Co., Hollywood, has established a personal representative service at 1651 Cosmo St., that city.

J. J. MURRAY, general manager of Tandy Adv. Agency, Toronto, and producer of Wm. Wrigley Jr. Co. *Treasure Trail*, network quiz show, is resigning to open his own radio producing firm, with offices in the Royal Bank Bldg., Toronto.

R. H. GEARY, manager of the Calgary office of Stewart-Lovick, Vancouver, has joined Stanfield & Blaikie, Montreal, as account executive.

MEL ROACH, former production manager of Allied Adv. Agencies, Los Angeles, has received his medical discharge from the Army and is now convalescing.

Wells Joins L & M

T. D. WELLS, former production director of Ted Bates Inc., New York, has joined Lennen & Mitchell, New York, as executive assistant and producer under direction of S. J. Andrews, director of the agency's radio department. Mr. Wells, who was formerly with Lord & Thomas (now Foote, Cone & Belding) as radio executive on the American Tobacco account, succeeds Blayne Butcher, who is joining Ward Wheelock Co., New York, as radio director.

RHODA BANDLER, former continuity director of WINX, Washington, has joined the radio staff of Kal Adv. Agency, Washington.

GEORGE BUTTERLY has resigned as vice-president of S. Duane Lyon Inc., New York, to enter the Army.

CLIFFORD DILLON, formerly with Kenyon & Eckhardt, New York, has joined the copy department of J. Walter Thompson Co., New York.

TED GAILEY, vice-president of Glasser-Gailey & Co., Los Angeles, now interviewing New York and Chicago clients on fall advertising plans, returns to his desk in late June.

PROCTER MELQUIST, formerly with Botsford, Constantine & Gardner, San Francisco, recently joined the Overseas Branch of the OWI in San Francisco.

LEE ROBERTS, freelance, has joined Buchanan & Co., Los Angeles, as copy director, succeeding Cedric W. Tarr, transferred to the agency's San Francisco office. Pauline Viers, account executive, has resigned to join her husband, Walter Johnson, who is on active Army service in Texas.

SMILING IN ANTICIPATION of *Milwaukee Through the Years* on WTMJ, Joseph Trecker, president Kearney & Trecker Corp., all-out local war industry, prepares to "sign dotted". Approving quartet (l to r): Howard Landgraf, account executive of Klau-Van Pietersom-Dunlap Associates; L. W. Herzog, manager of WTMJ; Sid Cababe, advertising manager Kearney & Trecker; and Neal V. Bakke, *Milwaukee Journal's* advertising salesman. Program portrays city's history in song and story from 1898 (year of sponsor's founding); is heard Sundays 1 p.m.

HENRY SCHAFFER, former sales promotion manager of KPO, San Francisco, has opened his own offices under firm name of Henry Schaffer Enterprises, at 300 Montgomery St., San Francisco.

DON LAWTON, account executive of A. E. Nelson Co., San Francisco agency, was recently inducted into the Army.

BUCHANAN & Co. has moved its San Francisco office to 155 Montgomery St. and expanded facilities to service the Associated Division of Tide-Water Associated Oil Co., recently acquired.

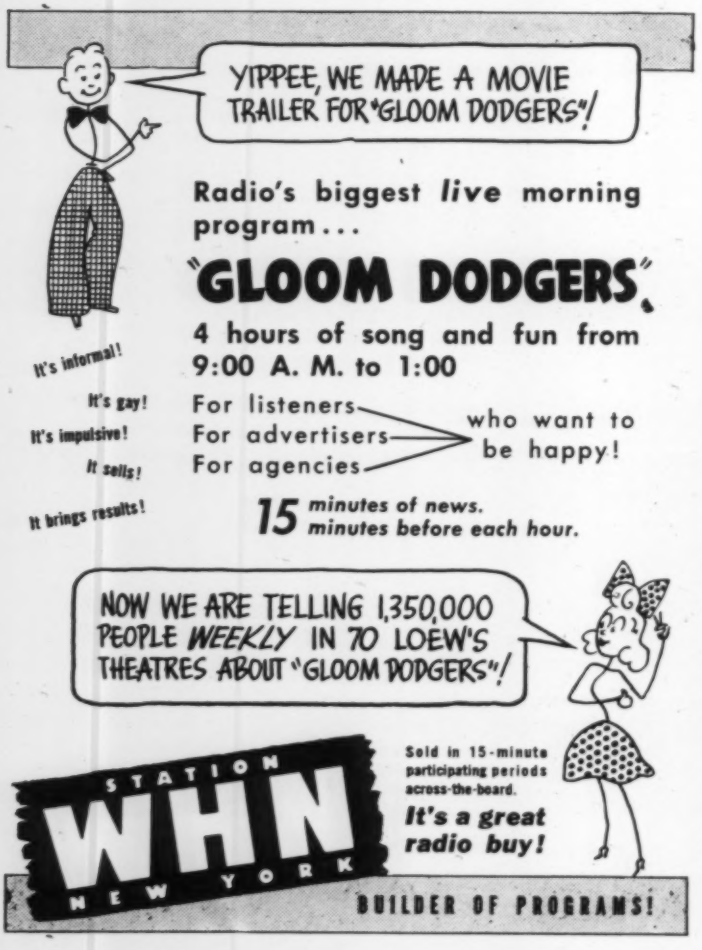
WHILA WILSON, formerly of Ward Wheelock Co., has been appointed Hollywood manager of Compton Adv., recently established at 6253 Hollywood Blvd. Telephone is Hollywood 8201. Hollywood office of Ward Wheelock Co. has been discontinued.

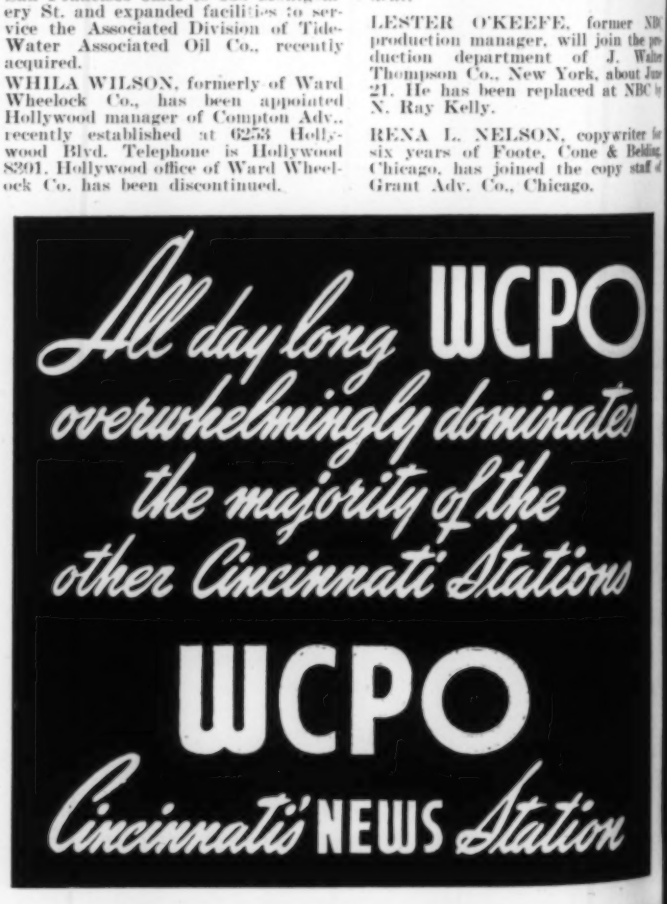
ROBERT JOHNSTON MUNN, former supervisor of a radio copy group at Ruthrauff & Ryan, New York, has been commissioned an ensign in the Navy Air Corps. He will serve as Flight Instructor at Bloomsburg, Pa.

DONALD M. BROWN, of the copy department of Schwab & Beatty, New York, has been advanced to copy chief, taking over the copy duties previously handled by Victor O. Schwab, president.

LESTER O'KEEFE, former NBC production manager, will join the production department of J. Walter Thompson Co., New York, about June 21. He has been replaced at NBC by N. Ray Kelly.

RENA L. NELSON, copywriter for six years of Foote, Cone & Belding, Chicago, has joined the copy staff of Grant Adv. Co., Chicago.


YIPPEE, WE MADE A MOVIE TRAILER FOR "GLOOM DODGERS"!
Radio's biggest live morning program...
"GLOOM DODGERS"
4 hours of song and fun from 9:00 A. M. to 1:00
It's informal!
It's gay!
It's impulsive!
It sells!
It brings results!
For listeners
For advertisers
For agencies
who want to be happy!
15 minutes of news. minutes before each hour.
NOW WE ARE TELLING 1,350,000 PEOPLE WEEKLY IN 70 LOEW'S THEATRES ABOUT "GLOOM DODGERS"!
STATION WHN NEW YORK
Sold in 15-minute participating periods across-the-board.
It's a great radio buy!
BUILDER OF PROGRAMS!


All day long WCPO overwhelmingly dominates the majority of the other Cincinnati Stations
WCPO
Cincinnati's NEWS Station

STORRS HAYNES, radio director of Compton Adv., New York, left for the West Coast last weekend to confer on three agency programs originating there: *I Love a Mystery*, *Truth or Consequences* and *Breakfast at Sardi's*. His wife, Isabel Olmstead, Compton talent buyer, left earlier in the week for Chicago, joining him there for the trip to the coast.

FRANKLIN C. TYSON, since 1941 of the copy staff of Erwin, Wasey & Co., Chicago, has begun new duties as copywriter of Charles Daniel Frey, Chicago.

VALHILLA LAHAY, former amusement editor of the *Chicago Sun*, has become a partner in the radio publicity firm of Douglas Whitney, New York. Firm is now located at 502 Park Ave.

EDDIE POLA, producer and script writer formerly with NBC and J. Walter Thompson Co., New York, has joined Travis Wells, at Ted Bates Inc., New York, as producer on *Kitty Lobby*, CBS program sponsored by Colgate-Palmolive-Peet Co., Jersey City. Mr. Wells recently joined Lennen & Mitchell, New York.

THOMAS DOYLE, formerly of Geare-Marston, Philadelphia, has joined the media department of Arthur Kudner Inc., New York.

DAN C. MADDEN, former account executive of Erwin, Wasey & Co. Seattle, is now public relations and advertising manager of Pacific Car & Foundry Co., that city.

Woodell Joins Agency

SHIRLEY F. WOODELL, public relations manager of WEAF, New York outlet of NBC, and formerly sales manager of NBC's international division, on June 1 joins McCann-Erickson, New York, as account executive in the agency's foreign department. Mr. Woodell will assist George H. Smith, manager of that division, in conducting Latin American advertising campaigns for several major American advertisers.

Bell a Heinz Director

FRANKLIN BELL, advertising manager of the H. J. Heinz Co., Pittsburgh, and J. B. Holcomb, head of the restaurant and hotel sales division, have been elected directors. Two new vice-presidents are H. N. Riley, a director, in charge of research and quality control, and A. L Schiel, also a director and assistant to President H. J. Heinz II. T. B. McCafferty has been named assistant secretary.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses *latest trends* in listening habits and preferences as to station and programs. *Maps and facts* on Iowa listeners in various age groups and educational brackets—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
913 Walnut St., Des Moines, Iowa

F-C-B Promotions

DON BELDING, chairman of the board of Foote, Cone & Belding, has announced promotions and changes in the Los Angeles and Hollywood offices of the agency. Charles Porter, production manager, has been promoted to art director under Robert Freeman, vice-president and senior art director at Los Angeles. Ward Ritchie, formerly with the Ward Ritchie Press, designer and publisher of fine books, has been made production manager. Sam Mar, Chinese artist, has been appointed an art director, and Elizabeth Harrison, of the radio staff, has been promoted to business manager and timebuyer of the Hollywood office. She replaces Gene Duckwall, who remains on a consulting basis.

HELEN WILBUR, former assistant timebuyer of Pedlar & Ryan, New York, has been promoted to timebuyer, succeeding Howard Gardner, who has been inducted into the Army. Before joining P. & R., Miss Wilbur did classified display advertising at the N. Y. *Times*.

MURRAY GRABHORN PRESIDENT OF REC

MURRAY B. GRABHORN, national spot sales manager of the BLUE, has been elected president of the Radio Executives Club of New York for the 1943-44 season, succeeding Tom Lynch, timebuyer of Wm. Esty & Co., New York. Announcement of his election was made May 26 at the club's last meeting of the season—the next session being scheduled for early October.

Elizabeth Black, timebuyer of Joseph Katz Co., New York, was elected vice-president of the REC, succeeding Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, while Ninette Joseph Taranto, BBDO timebuyer, was named treasurer, taking over the duties of Peggy Stone, of Spot Sales Inc. Warren Jennings, manager of the New York office of WLW, Cincinnati, will be secretary next year, succeeding Bevo Middleton, sales manager of WABC, New York. Tribute was paid by the club to the outgoing president in the form of a silver loving cup, and Art Tolchin of WHN, New York, who has been chairman of the REC entertainment committee, was cited for his cooperation during the past year. The club wound up the year with 137 paid members and 26 associate members. Nineteen members are in the armed forces.

Y & R 20th Birthday

TWENTIETH anniversary of Young & Rubicam, New York, was celebrated at a dinner Friday, May 21, attended by 500 employes including 21 now in the armed forces. Principal speaker was Raymond Rubicam, chairman of the executive committee. He was introduced by Chester J. LaRoche, chairman of the board of Y & R, on leave of absence to serve as chairman of the Advertising Council. Sigurd S. Larmon, president, acted as m.c.

C. J. LOOMIS, account executive of Lockwood-Shackelford Adv. Agency, Los Angeles, is in the Coast Guard.

KSD

EXCLUSIVE NBC OUTLET IN THE ST. LOUIS AREA

The Station Leading in "Firsts" in Nation-Wide Popular Program Polls Since 1935

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS INC.

"Plug Kendrick says:

RESULTS BRING RENEWALS

Willard Tablet Company started WINNvertising in July, 1940. They're still with us!

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION *in* LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

VITAMALT EXTENDS TO NATIONAL BASIS

ELWAY FOOD PRODUCTS Corp., New York, having completed a series of preliminary tests for Vitamalt [BROADCASTING, Feb. 23, May 3], has entered into a national spot campaign which will extend to some 120 stations by the end of June. National radio advertising for this mealtime beverage is now under way on about 60 stations, having started about ten days ago. Firm is buying five-minute transcribed musical shows, spot announcements and participations on women's interest programs on a five-times weekly basis. Campaign will cover about 75 cities, using from one to three stations in each market. Kraft Cheese Co. has recently become national distributor for Vitamalt. H. A. Salzman, Inc., New York, handles the product.

CAB to Offer Brief

PRESENTATION of a brief on the privately-owned Canadian broadcasting stations before the 1943 Parliamentary Committee on Radio Broadcasting was decided upon at the meeting of the board of directors of the Canadian Assn. of Broadcasters at Toronto, May 24 and 25. The CAB has asked the committee for an appointment to hear the case of the independent broadcasters. No details as to when the committee will sit to hear the CAB delegates or particulars of the brief are available.

JUVENILE Group Foundation, educational division, has published a 64-page class-room work book on *Superman*, comic strip series on which the Mutual series of the same name is based. Book is designed as an aid to English teachers.

Every List of *Active Markets* includes

THE TRI-CITIES
America's 40th Market

San Antonio	253,504
Providence	244,791
Akron	223,844
Omaha	
*TRI-CITIES	211,000
Dayton	210,718
Syracuse	205,967
Oklahoma City	204,424
San Diego	203,341
Worcester	193,694
Richmond	193,042

*Census Bur. Est. (1942)

Smart merchandisers realize this market is *not* 3 separate major cities —Rock Island, Moline, Davenport (plus 8 urban communities)—but, actually, a single unified *city* with 211,000 war-prosperous customers.

And . . . their popular, right-at-home "salesman" in Illinois and Iowa, is—

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

TEAMWORK IS THEME as officials of WLW, Cincinnati, the George Wiedemann Brewing Co. and Strauchen & McKim get together to look over a new brochure for dealers, prepared by Ed Strauchen and produced by the station, to emphasize interplay of product and advertising. The get-together has been a yearly event since Wiedemann started its intensive schedule of nighttime chain breaks more than two years ago. Lookers-on are (l to r), William Robinson, WLW sales representative; Robert E. Dunville, Crosley vice-president and assistant general manager, broadcasting division; H. M. Smith, WLW sales manager; H. Tracy Balcom, Jr., president of Wiedemann's; Roger Bean, Cincinnati sales manager for the company; Ardean Heiskell, radio director, Strauchen & McKim; James D. Shouse, Crosley vice-president in charge of broadcasting; Ed Strauchen, president, Strauchen & McKim; R. E. Wagner, secretary-treasurer, Wiedemann's.

FCC Quickly Orders New Hearing Held On WHDH and WJW 850 kc. Petitions

ACTING with almost unprecedented speed, the FCC last Wednesday ordered new hearings June 30 on the applications of WHDH, Boston, and WJW, Akron, for authority to operate on the KOA clear channel of 850 kc. Commissioner C. J. Durr was designated to preside.

The action followed the May 17 Supreme Court opinion deciding the clear-channel breakdown case against the FCC by requiring that the Commission grant full hearings to stations which may suffer electrical interference as a result of other station assignments.

Expect Reaffirmation

WHDH now is operating full-time on the frequency as a BLUE outlet. WJW is in the process of moving from Akron to Cleveland, where it would become a BLUE outlet. Each station had been authorized to use 5,000 watts full-time on the frequency.

It was presumed, in the light of the court's opinion and of past FCC policy as well as other considerations, that the Commission, after an expeditious hearing, by majority vote probably would reaffirm the grants on the channel to the two stations and for the breakdown of the 850 kc. clear channel. NBC, as licensee of KOA, has not sought a stay order, which would have the effect of forcing WHDH back to daytime operation. The highest tribunal, in its split vote, held that the FCC had not accorded KOA a proper hearing, but did not decide the merits of the WHDH assignment.

The FCC's order for the new hearing made no mention of the clear-channel rule as such. Evidently the Commission assumed that the court's opinion did not disturb its change in rule, eliminating 850 kc. as a class I-A channel. This view, however, is not held by other attorneys and, it is expected, will be contested.

By agreement among counsel for the FCC and the stations, a "pre-trial" conference will be held with Commissioner Durr June 9, to stipulate uncontroverted aspects. Attorneys in the proceedings for the FCC are General Counsel Charles V. Denny Jr. and Assistant General Counsel Rosel H. Hyde. Representing NBC and KOA have been Philip J. Hennessey Jr., who argued the case in the Supreme Court, and Karl A. Smith; for WHDH, George B. Porter; and for WJW, W. Theodore Pierson.

It was expected the Clear Channel Broadcasting Service would intervene in the proceedings, opposing breakdown of the KOA channel. It participated in the oral arguments in the original WHDH case.

In the order issued last Thursday, the FCC said the hearing was called to determine interference resulting from simultaneous operation of WHDH and KOA; to determine areas and populations which would be expected to lose primary or secondary service from KOA; to determine areas and populations expected to gain primary service from WHDH; to determine interference from simultaneous operation of WJW and WHDH, as well as KOA; to determine areas and populations which may lose primary or secondary service from KOA with both WJW and WHDH on the frequency; and finally, to determine whether public interest, convenience and necessity would be served by granting the applications.

HIT BY the manpower shortage, WPRU, Princeton University's wired broadcasting station, has discontinued operations for the duration.

XUM

Barring of Drs. Watson and Dodd Now Up to Action by Conference Committee

THE FATE of Goodwin B. Watson, chief political analyst for the FCC's Foreign Broadcast Intelligence Service, and Dr. William E. Dodd Jr., FBIS editorial assistant, was left last week to the House-Senate Conference Committee on the Urgent Deficiency Bill when the Senate Appropriations Committee removed a House-approved rider that would have barred the two men from the public payroll for alleged "Communist Front" affiliations.

In reporting the bill to the Senate without the amendment aimed at the two FCC employes and Dr. Robert Morss Lovett, Government Secretary of the Virgin Islands, Sen. McKeller (D. Tenn.) said the committee was not necessarily endorsing the three men, and planned to force the controversy before the conference committee so that the Senate might learn the reasons for the House action.

At his news conference last week FCC Chairman James Lawrence Fly said Dr. Frederick L. Schuman, FBIS principle analyst, under fire before the Dies Committee, but absolved by the Kerr Committee, had submitted his resignation May 10. Dr. Schuman, Mr. Fly said, waited until he had been cleared, and then proceeded with plans he had previously made to return to his post as Woodrow Wilson Professor of Political Science at Williams College.

FCC Investigating

Mr. Fly also revealed that the FCC is investigating information submitted to the chairman by Mr. Dodd. Rep. C. Anderson (D.-N. M.) had told the House that Dodd had consistently misinformed Mr. Fly about his affiliations. The FCC Chairman said the Commission is concerned only with whether Dodd had submitted false information, and that FCC would not look further into his activities.

The case of Watson, Dodd and Lovett was apparently well on its way toward becoming a celebrated legal issue last week, with Attorney General Biddle speaking out against the measure as unconstitutional. Action against the men must originate in the Executive branch of the Government, Mr. Biddle said.

The issue of Constitutionality had been raised in the House by Rep. Hobbs (D.-Ala.) and others, who termed the action "a Bill of Attainder." Also entering the controversy was Mr. Fly, who remarked, "There is a serious question as to the validity of any such provision." He said he hoped Dr. Watson would remain with FCC, adding that he had talked with him, and was "quite sure he plans to stay on."

Most outspoken critic of the rider was Secretary of Interior Harold L. Ickes, who voluntarily appeared before the Senate Committee to defend Dr. Lovett, an Interior Dept. employe, and for 45 years a personal friend of the Secretary. Mr. Ickes lashed out at the evidence of the Dies Committee, and the procedures of the Kerr Committee, asserting that Dr. Lovett was being discharged on the basis of two statements, one by a woman under Federal indictment for sedition, and the other by a Fascist sympathizer. "Mr. Lovett is not accused of breaking any law, and he is not guilty of breaking any law," Mr. Ickes said. "He is accused at the most of just one thing—holding opinions which some members of the House of Representatives do not agree with."

O'Meara Returns

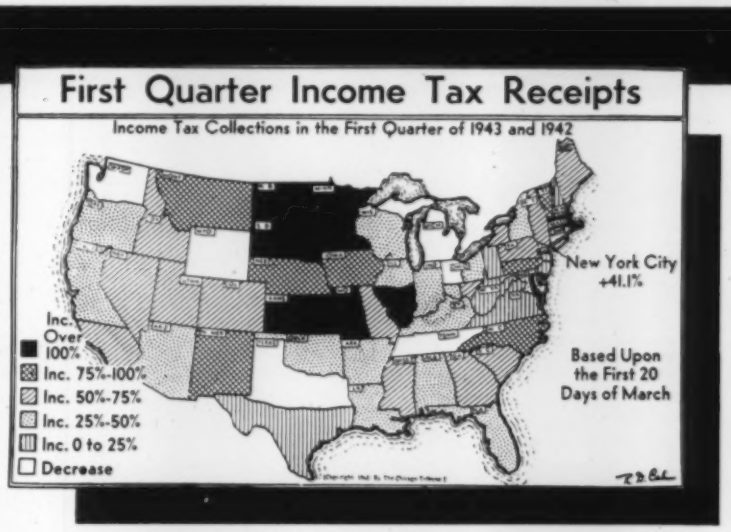
WALTER O'MEARA has returned to J. Walter Thompson Co., New York, as copy chief, after having concluded a leave of absence from the agency to serve with the Office of Strategic Services. Mr. O'Meara alternates on a six-months basis as copy chief with James Young, who has left to spend the next half-year running his apple orchard and cattle ranch in Mexico.

Meeting Canceled

A MEETING of the steering committee of the Newspaper-Radio Committee scheduled for New York, May 31, was canceled last Thursday by Harold V. Hough, chairman, because several members could not be present. Mr. Hough said the meeting probably would be rescheduled shortly in Chicago. The call was in connection with the projected hearings on the White-Wheeler bill to amend the Communications Act and in the light of the recent Supreme Court decision broadening the FCC powers. The steering committee will decide whether it will authorize a personal appearance before the Senate Interstate Commerce Committee or submit a written brief [BROADCASTING, May 24].

MBS KODACHROME slide film, "This Is Mutual", prepared under the supervision of Robert Schmid, sales promotion director of the network, will be shown to the New York advertising trade press in the Mutual conference room next Thursday, June 3.

"It's that 4-F Quintet over WFDF Flint Michigan."


First Quarter Income Tax Receipts
Income Tax Collections in the First Quarter of 1943 and 1942
New York City +41.1%
Based Upon the First 20 Days of March
Inc. Over 100%
Inc. 75%-100%
Inc. 50%-75%
Inc. 25%-50%
Inc. 0 to 25%
Decrease

Not only were North Dakota's income tax collections up over a hundred percent in the first quarter *but*—collections last year were 398.1 percent over the figure for 1941.

North Dakota's taxable income is eight times what it was two years ago! The figures are only slightly less spectacular in the other three states of the great KFYRea.

And the solid folks of North Dakota are looking to the future. They have purchased more War Bonds per capita, than the people of any other state. They're making certain that their incomes—and their nation—continue undiminished.

The one sure way to reach these bulging purses, is through KFYR, only medium capable of reaching them all at once.

Ask any John Blair man for the whole story.

KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

You keep customers *when you* KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO · NEW YORK · ST. LOUIS · SAN FRANCISCO · LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

AS ANOTHER "service series" similar to its two-year-old *Apartments on Parade*, WQXR, New York, has started *Decorators' Clinic*, a weekly quarter-hour broadcast on home decorating under the participating sponsorship of a group of decorators offering advice to listeners by mail for a fee of $3.00. Under the auspices of the Decorators' Clinic, organization with headquarters at the Decorators' Club, New York, the program features guest speakers and is conducted by Charlotte Demorest, who built up WQXR's programs of advice on apartment hunting and other problems of living in New York.

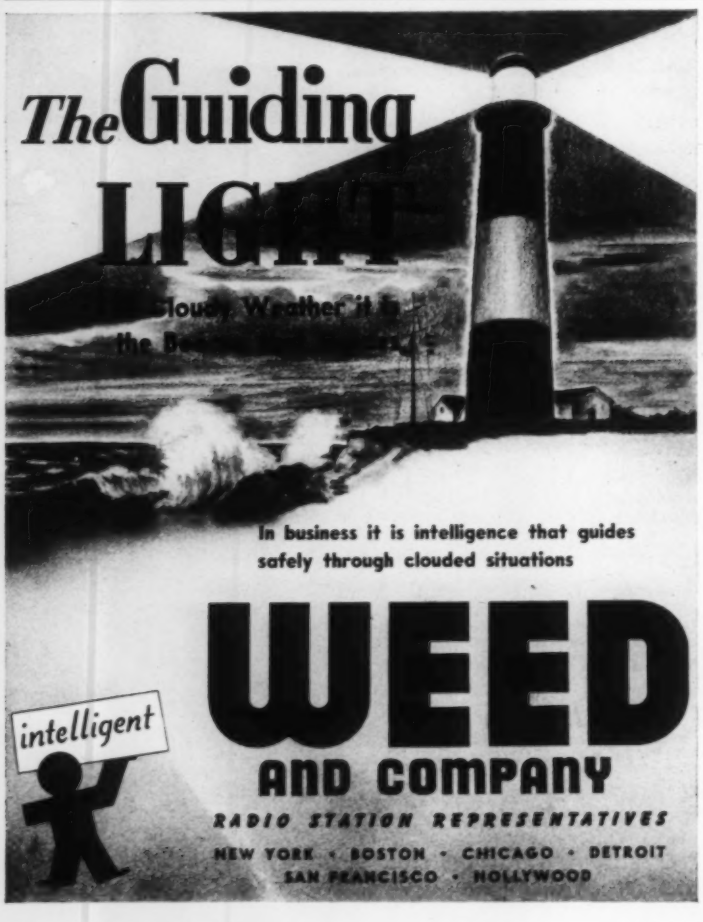
The new series is heard once a week at 10 a.m. on Wednesdays. Economical buys in household furnishings, information on priorities, and suggestions for tasteful decorating are offered.

The listener is invited to submit a problem for solution by the Clinic. One problem is analyzed free on each program, and the last broadcast of the series will feature diagnosis of the home-decoration scheme of some well-known personality. Agency for the account is Huber Hoge & Sons, New York.

* * *

$5 Question

CALLING up citizens of Hartford while on the air, Harvey Olson, m.c. of the new show *Do You Know the Answer?* on WDRC, asks a question a day. If the first one called knows the answer, he gets $5, and if he doesn't, he gets 50 cents, which is deducted each successive day the question is missed.


The Guiding LIGHT
In business it is intelligence that guides safely through clouded situations
intelligent
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD

Purely PROGRAMS

Bromo Guests

ELLERY QUEEN will revive his last year's policy of inviting mayors to serve as guest "armchair detectives" on his Saturday night NBC broadcasts for Emerson Drug Co. Each mayor will listen in over his local NBC station and submit his solution to the mystery by long distance telephone or teletype to New York, where the program originates. A member of the armed forces from the mayor's home town will stand by in the New York studio to serve as a substitute, if the telephone call is delayed. Aired on behalf of Bromo-Seltzer, the program is handled by Ruthrauff & Ryan, New York.

* * *

Ahoy America

A NOVEL TYPE of quiz program, *Ahoy America*, has started on WGN, Chicago, broadcast from Navy Pier half-hour weekly. Participants in the quiz are sailors stationed at the Pier, and those answering questions correctly receive an extra evening of liberty, while those flunking retire to the scullery and polish pans until taps. The producer, Morrison Wood, has permission of the commanding officer, Capt. E. A. Wollelsen, to enforce the consequences of the quiz.

* * *

Listeners Choose

AS A REPLACEMENT for the *Voice of Freedom* broadcasts aired on WMCA, New York, under the auspices of Freedom House, for the past year, a series of discussions based on topics submitted by listeners is now heard. Program is titled *What Do You Think?* and invites listeners to send in opinions on issues of war and peace to the station and to Freedom House, an organization to promote the principles of democracy.

* * *

U. N. Reps Aired

JERRY BELCHER, WCKY, Cincinnati, public events director, has started a new series with a human interest angle, five times a week, midafternoon. Representatives of the United Nations who are in Cincinnati, or who are available as they pass through, are interviewed. Furloughed service men with stories of exploits and adventure, either their own or their comrades, are also handled.

* * *

For Hep Cats

HEP CATS and band enthusiasts are given a chance to revel in their favorite dance music in the early evening *Jive Junction*, weekly hour-program heard on WAIT, Chicago. Recorded music of band leaders who have gone to war is featured, messages from the absent leaders are read, and members of the audience are interviewed for reactions. Transcriptions of the show are sent to the band leaders concerned.

* * *

News Hook

AT THE MOMENT news is featured during the novel type one-minute announcements utilized by WTAG, Worcester, Mass. Commercials occupy last few seconds when an audience is already assured.

Mounted

JACK SHORT, turf announcer of CJOR, Vancouver, was the mounted emcee for the recent big Victory Loan parade in Vancouver. It was horse racing day in the Sports for Victory drive. With the horses being the order of the day, Jack did all the announcing on horseback.

WDAY Radio Game

NEW RADIO GAME titled *Get It* has made its appearance on WDAY. Conceived by Ken Kennedy, program director, the show consists of one part for the studio audience and another for the listeners, and is on the air Friday nights at 8:30. Three contestants are selected from the studio audience and given sealed instructions concerning articles they are to find and bring back to the studio. Cash prizes are awarded on the basis of time taken to make the trip, with transportation furnished by the station. The WDAY mobile unit follows one contestant for an on-the-scene pickup. The remainder of the studio audience and the listeners compete for cash prizes in "Sound Puzzle Time", a series of about 15 sound effects played in the order they appear in a story which the authors of the series have in mind when arranging the sounds. Object of the contestant is to write a story around the noises heard.

* * *

Historical Memory

MEMORY program, *Milwaukee Through the Years*, is riding the WTMJ airwaves. Program features old tunes and reminiscences of old Milwaukee in narrative form, and is sponsored by the Kearney & Trecker Corp.

* * *

About You

CHARLES R. ROTH is featured in a new public service program *Let's Talk About You*, aired three times weekly on KLZ, Denver. Mr. Roth, author and public relations consultant, recently published *The Key to Your Personality*.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

RCA, Western Electric Release Details Of Industry's Part in Radar Research

INDUSTRY'S version of the development of Radar began to come forward last week as two large equipment manufacturers — RCA and Western Electric—released accounts of the work done with military engineers toward perfecting the secret radio weapon for the nation's defense [see other Radar stories on page 20].

RCA reported that its research in apparatus and techniques for the location of ships and planes by radio went back to 1932. The firm said it demonstrated its equipment in cooperative tests with the Signal Corps in 1934, but in view of military considerations, no publicity was given.

Delivery in '37

As early as 1937, RCA delivered experimental radar equipment to the Army, and late in 1938, the firm said it installed a set of its equipment on the *U.S.S. New York* for the tests which resulted in the Navy's decision to build radar sets. RCA was awarded the first Navy contract for six sets based on a Navy design.

Western Electric said that Bell Laboratories had worked on radar equipment for three years before Pearl Harbor. "Other industrial laboratories joined in this effort," Western Electric said. "Through the National Defense Research Committee, an organized attack on radar problems was made by a group of leading scientists from the universities. All told, some 2,000 scientists and engineers in Army, Navy, university and industrial laboratories joined hands in the development of Radar," the firm said.

RCA likewise stressed that Radar should be attributed to no lone inventor. "Since it draws upon many radio devices and circuits, various fields of science have contributed to its development," RCA said, naming among leaders in the work, Dr. A. Hoyt Taylor, superintendent of the Naval Aircraft Radio Laboratory; Dr. Leo C. Young, assistant superintendent, and Dr. John H. Dellinger of the U. S. Bureau of Standards, for their studies of the Heaviside surface and radio echoes.

To these pioneers, RCA added its own Dr. Irving Wolff, "whose early experiments with radio reflection soon led into radar principles." He has been intimately associated with radar research work, the firm said, with a staff of many engineers and researchers under his supervision.

During 1938-1939 many tests were made, RCA said, which showed the effectiveness of the equipment in warning of collision between aircraft, or between planes and mountains or other objects to determine altitude accurately. "Owing to the closeness between this apparatus and aircraft detection equipment, commercial announcement of these results was not possible," RCA explained.

ASCAP Ruling

NEW YORK Supreme Court Justice J. Sidney Bernstein last week dismissed the suit of Denton & Haskins Corp. and Gem Music Corp., publisher members of ASCAP, for a declaratory judgment prohibiting ASCAP from retaining any control over their music following the expiration of their present contracts with the society on Dec. 31, 1950. Court ruled there is no present controversy and that what may happen after the conclusion of the present contracts depends both on the execution of new assignments and the continuation of both publishers and composers as ASCAP members after that date. No controversy of this nature can arise, the court stated, unless the plaintiffs do not renew with ASCAP and the composers in question do extend their membership.

YOUNGEST transmitter operator, says WPAR, Parkersburg, W. Va., is Robert Knowles (right), 12, younger half of a father-son combination. Son of Cecil Knowles, WPAR transmitter engineer for many years, Robert holds a third class license, works parttime.

TO SPEED up telephone traffic during hours when demand is heaviest, Bell Telephone Cos. are asking long distance telephone users to limit their conversations over heavily loaded lines to five minutes. At the start of conversation, the operator will say, "Please limit your call to five minutes—others are waiting."

RCA Institutional

THREE of the advertising agencies named last April by RCA-Victor to handle various phases of its account have been asked by the company to submit possible programs for an institutional series which RCA is rumored to be placing on the BLUE. No details are available as yet from RCA or from the agencies involved, including Ruthrauff & Ryan (RCA-Victor radios, phonographs and television instruments); J. Walter Thompson Co. (Victor and Bluebird records, International division), and Kenyon & Eckhardt (radio tubes, electronic apparatus, and sound equipment).

Baseball Repeats

REBROADCAST of baseball broadcasts for the convenience of the war workers is planned by WIBG, Philadelphia, carrying major league baseball games for Atlantic Refining Co. N. W. Ayer & Co., Philadelphia, is agency.

A 250-watt local non-network station holds MORE DAYTIME LISTENERS than 3 NETWORK OUTLETS!

Where? KANSAS CITY!
Station? KCKN!
Proof? HOOPER*!

KCKN is programmed entirely and exclusively for Kansas City's 725,000 "city" listeners. No other Kansas City station is programmed exclusively for the metropolitan city audience. No other Kansas City station offers national advertisers a low "local" rate. Write for Hooper rating on current availabilities.

*Hooper shows what Kansas City knows

Hooper for Greater Kansas City, October thru February.

KCKN

ELLIS ATTEBERRY, GENERAL MANAGER

KANSAS CITY

CAPPER PUBLICATIONS, Inc.
NEW YORK
420 Lexington
Mohawk 4-3280
CHICAGO
180 N. Michigan
Central 5977

WDRC
CONNECTICUT'S PIONEER BROADCASTER
61% HIGHER
Here's the market you want! The million people in WDRC's Primary Area have an Effective Buying Income 61% higher than the national average. For full details, write Wm. Malo, Commercial Mgr., WDRC, Hartford. Basic CBS for Connecticut.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

SALESMANSHIP
Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.
WIBW The Voice of Kansas in TOPEKA

Delay in Net Rules Refused

(*Continued from page 9*)

been brought before the Commission prior to the Friday meeting. Chairman Fly was represented as being chagrined over efforts of the industry to foster legislation because of the Supreme Court opinion.

Changes Sought

While the major networks themselves made no formal pleas for modification of the regulations, a number of stations, it is understood, urged changes. One station operator is understood to have told the chairman that the regulations would mean he would be "forced" to take the full schedule of programs from his network because he would not be disposed to reject programs, even in station time, and "build up" a competitive station which then could take that network's features.

Several conferences were held last week with Chairman Fly by William S. Paley, CBS president; Paul W. Kesten, CBS vice-president and general manager; Joseph H. Ream, CBS vice-president and secretary; Earl H. Gammons, CBS Washington director; Niles Trammell, NBC president, other executives of his organization, and members of the advisory committee, which met in Washington early in the week. The culmination of these conversations was the action of the Commission last Friday.

The NBC advisory group and its officials met with Chairman Fly both last Tuesday and Wednesday morning. The proposed letter of contract modification was discussed in detail but apparently was not considered by the FCC at its Friday meeting. The same held true for CBS's proposed telegram to its affiliates, submitted last Thursday. Because of the local time versus eastern time aspect, CBS felt it necessary to withhold its telegram until the FCC had cleared up that item.

First Refusal

In the conversations with Chairman Fly, there was discussion about a modification which would require a network to give "first refusal" to its affiliate in a particular market. The regulations provide that the station has "first call" on the time of a particular network, but not the reverse. Evidently nothing came of this, since no action was announced following the Friday session.

Also discussed, it is understood, was the possibility of shifting of time segments so that an additional half hour might be optioned during the evening for a total of three and one-half hours. Under the regulations, the broadcast day is divided into four segments—8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m. and 11 p.m. to 8 a.m. The network is not permitted to option more than a total of three hours in each segment. The suggestion was that the 8 a.m. to 1 p.m. segment be reduced to 2½ hours, with the 6 p.m. to 11 p.m. segment increased to 3½ hours. Similarly, no action was taken on this at the Friday session.

Revisions Discussed

With prospects of a postponement of the June 14 effective date for the FCC rules all but despaired of, advisory committees of NBC and CBS, at their separate meetings in Washington last Monday and Tuesday, discussed in detail plans for overall contract revisions to eliminate those portions of their contracts inconsistent with the regulations. The nature of the covering clause varied with each network, however, because of differences in method of operation.

Actually, no insurmountable obstacles were encountered, since practically all network contracts have carried clauses specifying that the terms are subject to Government regulations. To avoid situations where all contracts might expire at the same time for each network, such matters as staggered expiration dates were discussed at the meetings, it is understood.

Those Present

Members of the CBS advisory board who met at the Carlton Hotel in Washington Monday and Tuesday with officials of the network were Franklin Doolittle, WDRC, Hartford; I. R. Lounsberry, WKBW, Buffalo; John M. Rivers, WCSC, Charleston, S. C.; Hoyt Wooten, WREC, Memphis; Leo Fitzpatrick, WJR, Detroit; Arthur B. Church, KMBC, Kansas City; and Clyde Rembert, KRLD, Dallas. Absent because of illness was C. T. Lucy, WRVA, Richmond. C. W. Myers, KOIN, Portland, Ore., was unable to attend because of illness in his family, but was due in Washington later in the week.

CBS officials at the conference included, in addition to President Paley, Paul W. Kesten, vice-president and general manager; Joseph H. Ream, vice-president and secretary; Herbert V. Akerberg, vice-president in charge of station relations; Dr. Frank Stanton, vice-president; and Earl Gammons, Washington director.

Members of the NBC planning and advisory committee who met in Washington Monday and Tuesday were Paul W. Morency, WTIC, Hartford; G. Richard Shafto, WIS, Columbia, S. C.; James D. Shouse, WLW, Cincinnati; Harry Stone, WSM, Nashville; Stanley E. Hubbard, KSTP, St. Paul; G. E. Zimmerman, KARK, Little Rock; and Arden X. Pangborn, KGW, Portland, Ore. Present in lieu of S. S. Fox, KDYL, Salt Lake City, Utah, was W. E. Wagstaff.

NBC officials in addition to President Trammell were Frank E. Mullen, vice-president and general manager; William S. Hedges, vice-president in charge of stations; A. L. Ashby, vice-president and general counsel; Henry Ladner, of the NBC legal department; and Sheldon B. Hickox Jr., manager of the station relations department.

The BLUE station planning advisory committee, which met in New York Wednesday, comprises Harold V. Hough, KGKO Fort Worth; William A. Rine WTRY, Troy; H. Allen Campbell WXYZ, Detroit; Earl May, KWK Shenandoah; Henry Johnston WSGN, Birmingham; Duncan Pyle KVOD, Denver; and W. B. Stubb KJR, Seattle.

Wheeler Comments

Chairman Wheeler's decision to schedule hearings in late June, after having suddenly cancelled the May 25 starting date on May 5 came following a conference with Messrs Paley and Trammell last Tuesday evening. The Senator said a new date would be announced by June 15 or earlier.

Last Saturday, Chairman Wheeler suddenly announced calling off of the hearings to begin the following Tuesday, because of the failure of the full committee to complete hearings on a railroad rate measure. At that time he inferred he desired to allow more time for a study of the Supreme Court opinion and added he was "not sure now that the bill does not go too far" in prescribing the exact duties of the FCC. He emphasized then that this did not mean he was withdrawing his sponsorship of the bill.

Realization that the Supreme Court opinion transcended pure network-affiliate relationships appeared to be permeating the industry, following the major network advisory committee sessions last week. It was evident, too, that the networks primarily affected insofar as the new regulations are concerned, would not be disposed to take the leadership in fostering new legislation. Such matters as program control, regulation of overall business aspects of station dual ownership, newspaper ownership, and, in fact, every import

STATIONS!
Having trouble finding GOOD announcers, continuity writers, or newscasters? The only radio school of its kind can solve your problems! Our draft-exempt men and attractive women know how to write copy, handle the board and network shows, and announce. We use United Press Radio Wire. Our graduates working on KVSF, KFFI, KGGM and other stations across the U. S. Discs and full particulars on request. Write, wire or phone —CRestview 6-8816. Wilshire BROADCASTERS, 8668½ Wilshire Blvd., Beverly Hills, Calif.

XUM

...t problem confronting the in-...try appeared to shift the bur-...n to stations themselves, prob-...ly through NAB.

White Studies Opinion

Senator Wallace H. White Jr. (R-Maine), co-author of the bill to reorganize the FCC, was understood to be studying proposed modifications of his bill, in the light of the Supreme Court decision. Since the handing down of the opinion May 10, Senator White has been notified by numerous members of the committee and of the Senate of their desire to support new legislation. The Maine Senator, co-author of the Radio Act of 1921, is regarded as the best-informed member of Congress on radio and communications legislation.

Meanwhile, President Miller called the NAB board to meet in Washington June 3 and 4, to consider the whole legislative picture. Possibility of the appointment by Mr. Miller of special legal and legislative counsel was foreseen. Mr. Miller is expected to present the industry case in testimony before the Interstate Commerce Committee.

"Hooey," Says Fly

Chairman Fly characterized as "hooey" statements that the regulations would result in rigid Government control of broadcasting. Without mentioning names, he apparently alluded to the statement by the NAB Legislative Committee, following its meeting in Washington May 19, that the decision placed "broad and fantastic powers in the hands of the FCC."

At his press conference, Mr. Fly said there had been a tendency "on the part of the people that are used to spreading poison and crying havoc to create a whale of a big picture, but this whole hullabaloo about the rules and the Supreme Court decision sustaining the rules is just another effort on the part of big dominant interests to avoid reasonable regulation, and the suggestion that that sort of regulation which restores a common range of freedom to the individual stations is a step toward Government ownership or control, is just a lot of hooey."

Asserting he could not believe that this "sort of argument would be put out by people who are wholly aware of the circumstances," Mr. Fly said he felt stations had nothing to fear and that they would have a greater degree of protection than they ever had before. Mr. Fly declared he had had "very agreeable conversations" with network representatives, but that there had been no requests for postponement or modification.

Alluding to control of programs, Mr. Fly said that in the last analysis this belongs to the individual broadcaster. Deciding public interest by a long overall view of programs in relation to public good when there is occasion to do so, he added, "is the duty of the FCC. But the Government will not have anything to say as to whether a station shall or shall not take a program."

The NAB last Tuesday released a five-page statement titled "What the May 10 Supreme Court Decision Means to American Broadcasting; To the American People." Prepared at the request of many broadcasters and those in public life as to the import of the opinion, the statement cited sections of both the minority and majority opinions, set out what the decision indicates directly or indirectly, and quoted comments from numerous editorials [see separate story in this issue].

'Administrative Absolutism'

Meanwhile, editorial criticism of the Supreme Court ruling continued unabated. David Lawrence, eminent Washington journalist, both in the lead editorial in the May 21 *United States News*, of which he is editor, and in his syndicated newspaper column of May 25, lashed out against the opinion and its effect not only upon freedom of radio but of the press. He urged an amendment to the Constitution to make explicit the guarantees which previously had been believed to be implicit in the Bill of Rights. Not only is radio but the press and every other medium of expression in danger of Federal control today, by reason of the support given by "a New Deal majority on the Supreme Court to the idea of administrative absolutism," he said. Mr. Lawrence suggested an amendment to the first article of the Bill of Rights, namely the first amendment to the Constitution, so that to this section would be added:

"The grant, sale or lease of any facilities by the United States to the press, to radio broadcasting, to television, or to any other medium of public expression shall not vest in the Congress or in any executive agency or in the several States the power to limit, restrict or regulate the contents of any printed publication, radio program or creative work emanating from any medium of public expression except as any of these media may offend against the common law governing fraud, obscenity, or libel or as they may disclose military information in time of war in contravention of the laws passed by Congress."

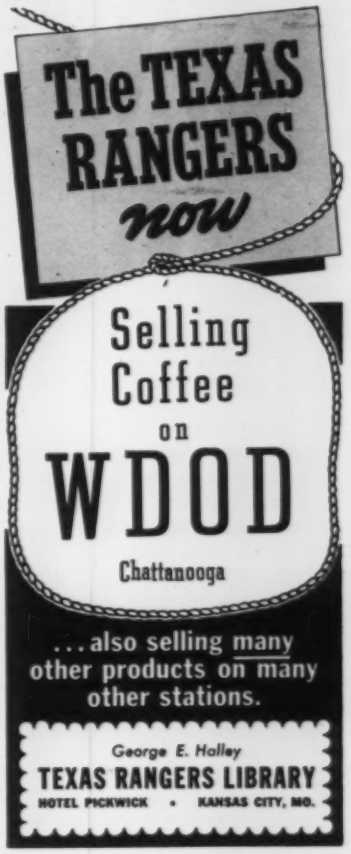
Mr. Lawrence concluded that the Supreme Court opinion constituted an abridgement of the freedom of public expression for all media and said the remedy must lie now in a Constitutional amendment "protecting the press and the radio and all other media of public expression against the insidious and sinister doctrines of administrative absolutism."

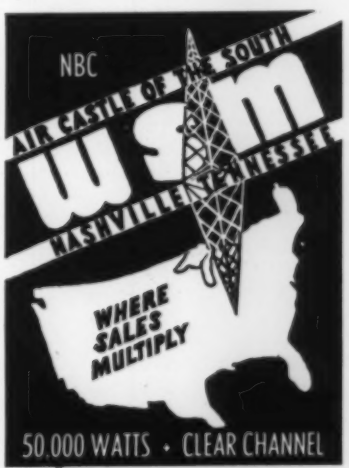
ANA Meeting Closed

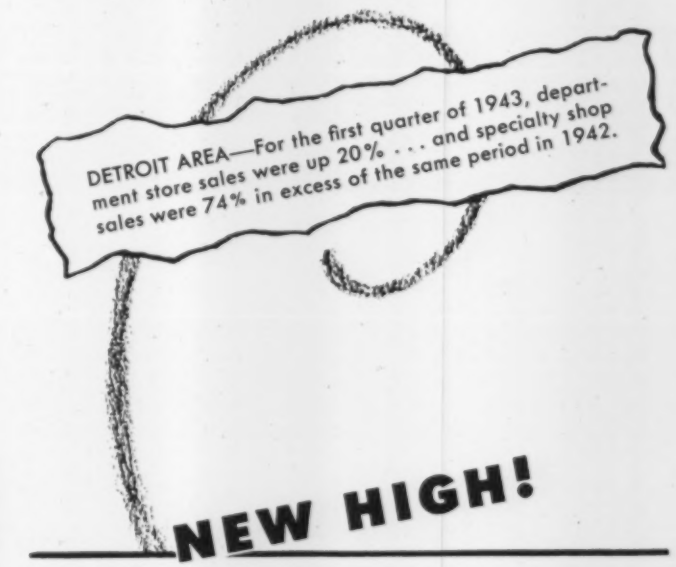
WARTIME Conference of the Assn. of National Advertisers, to be held June 2-4 at the Hotel Waldorf-Astoria, New York, will be closed to all but ANA members, the Association stated last week. Speeches will be made by members and no details of the three-day session are expected to be released.

Award Given Red Cross

WGAR, Cleveland, and *The Paterson Morning Call* have turned the cash value of two $500 gold medals over to the local Red Cross chapter and U.S.O. branch. The medals were awarded by the National Board of Fire Underwriters to the station and newspaper for outstanding activity in the field of fire prevention. In order to donate the money to the local service units, WGAR and *The Call* will accept replicas of the original gold medals.






DETROIT AREA—For the first quarter of 1943, department store sales were up 20% . . . and specialty shop sales were 74% in excess of the same period in 1942.
NEW HIGH!

DETROIT AREA—This live-wire station's retail time sales are UP to a new high . . . keeping pace with the booming business in this, America's Third Largest Market! 800 Kc.

CKLW

5,000 WATTS DAY and NIGHT • MUTUAL SYSTEM

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

MBS Altering Contracts

(*Continued from page 9*)

Communications Commission. These constitute the special regulations applicable to radio stations engaged in chain broadcasting adopted by the FCC on May 2, 1941, and amended October 11, 1941, in so far as they are or may be considered applicable to any affiliation contract Mutual now has outstanding. In particular, for the time being the periods from 8:00 to 8:30 p.m. and 10:30 to 11:00 p.m., New York time, on Sunday evenings are hereby released from the option time provision in Mutual contracts. There may be a later change in the periods released from option time on Sunday evenings about which we shall communicate with you at a later date.

"Your agreement with Mutual is furthermore modified in that, for the period thereof, you shall have first call in your primary service area upon all programs of the Mutual Broadcasting System, Inc., which become available in your areas permitted by the last sentence of Regulation 3.102.

"The effective date of the foregoing modification is to coincide with the date on which the regulations shall become effective which, according to the best current information, will be on or very shortly after June 14, 1943.

"Such modifications are subject to the further qualification that if and to the extent that the regulations are changed or amended in any respect, the modifications in your contract will be correspondingly changed or amended.

"As you know, the Commission rules allow for a total of 12 hours each day of option time on a non-exclusive basis for network broadcasting. Three hours of non-exclusive option time are permitted in each time bracket of morning, afternoon and evening and also the period from 11 p.m. to 8 a.m. The selection of the hours is subject to agreement between affiliates and networks. The key stations of Mutual will consider and report to you shortly on the hours contemplated for option time for network broadcasting. Pending this, we ask that you delay commitment on the hours contracted for optioning to network broadcasting from all sources.

Asks Guarantee

"In advance of selection of the option hours for network broadcasting, may we ask confirmation from you that on and after the effective date of the rules, about June 14, 1943, commercial programs accepted by your station from Mutual will be guaranteed for the duration of the commercial contract? We ask this so that no further question may be raised about such commercial programs being subject to move by you on notice prior to the expiration of the sponsored program (except under the conditions required by Regulation 3.105). As you know, this is entirely consistent with the Commission's regulations which prevent one network from forcing the movement of an earlier scheduled commercial of another network through exclusive option time provisions such as heretofore contained in other network contracts.

"One further point is submitted to you for consideration. While three hours of option time in each of the time segments is the maximum permitted for network broadcasting under the Commission's regulations, nothing restricts or prevents a station from voluntarily accepting network programs outside of option time. Thus, there is no limitation in the Commission's regulations on the total number of hours of network commercial programs which a station can broadcast if it so chooses.

"We await your response as well as any questions which you may have."

Ford Motor Co. Program Mourning Its President

THE FORD *Watch the World Go By* program on the BLUE 8-8:15 p.m., EWT, went into virtual mourning following the death of Edsel Ford, president of the motor company, last week.

From Wednesday to the funeral Friday, all commercials were eliminated except for bare mention of the company name and all institutional announcements were dropped. Earl Godwin, commentator, delivered a straight 15-minute news commentary, eliminating customary anecdotes and his concluding funny story of the day.

WFIL Honored

CERTIFICATE of Merit on Adult Education was awarded WFIL, Philadelphia, by the American Economic Foundation for distinguished service in the realm of education. Dr. O. Glenn Saxon, chairman of the advisory committee of the foundation and Professor of Economics at Yale University made the presentation May 26 at ceremonies held in the studios of WFIL, the second station in the country to be so honored. Roger W. Clipp, vice-president and general manager of WFIL, accepted the award. Further recognition of the station's service was given on the Foundation's *Wake Up, America* program over the BLUE, May 30.

Storer Merges With GAC

DOUGLAS F. STORER, radio package producer and representative, will merge his New York firm with that of General Amusement Corp., new York, June 1, becoming vice-president in charge of radio sales of that company. He will replace Frank Cooper, who leaves in June to go into business for himself, or to become partner in a talent agency. Mr. Cooper has been with GAC's radio department for the past six years.

FOND FAREWELL to E... Walter Bowry Jr., assistant ge... manager of WMBG, Richm... was expressed herewith by Wil... M. Havens, president and ge... manager of the station. E... Bowry reports for active duty af... several years at WMBG. He is ... and a native of Richmond.

UNIVERSAL PLANS TO EXPAND RADI...

UNIVERSAL PICTURES, N... York, has appropriated the larg... advertising budget in its histo... for the balance of its 1942-43 ... lease schedule, and for the produ... tions to be launched by the 1943-... selling season. Firm has allocat... $650,000 for promotion of fo... coming major features.

Radio will receive a larger-than... usual share of the advertising... Special radio departments are b... ing set up to handle the increase... activity, according to a spokesm... for Universal. No specific radi... plans have been disclosed on th... forthcoming pictures, which w... include "We've Never Be... Licked", "Corvettes in Action"... "Phantom of the Opera" and "He... to Hold", but all will receive e... tensive promotion. J. Walte... Thompson Co., New York, ... agency.

WJZ Sales Still Gain

FOR THE 15th successive mon... WJZ, New York outlet of th... BLUE, has shown a gain over th... same month of the previous year i... local and national spot sales, a... cording to John McNeil, manag... of WJZ. May, with a gain of 42... over the same month in 1942, wa... the second highest month in th... history of the station, the highe... having been April with a 62% ga... over April, 1942. For the first fi... months of 1943, WJZ has shown a... increase of 50%.

BRITISH COLUMBIA
LAND OF OPPORTUNITY

A Proven 20% Preference for CJOR News

CJOR
VANCOUVER CANADA
J. H. McGILLVRA
H. N. STOVIN (CANADA)
NOW MORE THAN EVER!

...NION ASKS VIEWS ON NBC CONTRACT

...EGOTIATIONS between the Na... Assn. of Broadcast Engi... & Technicians and NBC were ...ded last Thursday, when the ... delegates returned to their ... cities to canvass NABET ...bers on their willingness to ...pt the wage proposal made by ...BC. Union had asked for cost-...-living increases of 10%. NBC ...d rejected this and countered ...th an offer to allow a 5% in...ease, standing pat on that figure ...spite NABET attempts to com...mise on 7½%.

J. H. Brown, Hollywood, NABET ...esident and chairman of the ...nion's negotiating committee, left ...New York last Friday evening, ...anning to stop in Chicago for a ...nion meeting before proceeding to ...ollywood. He said that the atti...de of the union members would ...obably be known within the com...g week, after which negotiations ...ill probably either continue until ...a new contract is completed or be ...opped until the expiration of the ...esent contract Dec. 31.

It is understood a complete new ...ntract has been drafted and that ...f the NABET membership agrees ...o accept NBC's wage increase ...fer, it can be wound up in short ...der. Union has already agreed ...o permit NBC to train a speci...ed number of apprentices in each ...ity where NBC operates a station. ...In addition to Mr. Brown, ...ABET committee included F. C. ...Schnepper, vice-president and ...hairman of the Chicago chapter, ...and Harry Miller, chairman of the ...nion's New York chapter. NBC ...was represented by O. B. Hanson, ...ice-president and chief engineer, ...and John H. MacDonald, vice-presi...ent and assistant secretary.

IBEW Certified Agent In WWL Contract Talks

CERTIFICATION of local 1218, International Brotherhood of Elec...rical Workers (AFL) as the bar...aining agent of the technical ...staffs of WWJ, W45D, Detroit, was announced by the regional director ...of the NLRB Seventh Region last ...week. Negotiations for a contract ...to cover conditions and rates of ...pay were reported by the Union ...last week, with W. L. Reed, IBEW ...representative in charge.

Meanwhile, IBEW said that ...Local 1212 had completed a stan...dard contract with WKNY, Kings...ton, N. Y., covering the technical ...staff of that station. Contract, ar...ranged by Freeman L. Hurd for ...WKNY, and Norman Furman for ...WKNY, provides for union mem...bership, seniority, leave of absence ...for military service, paid vacations ...and sick leave.

American Express Adds

AMERICAN Express Co., New ...York, in addition to its new pro...gram on WQXR, New York, in ...behalf of travelers checks [BROAD...CASTING, May 24], on May 30 ...started two half-hour programs ...weekly on WJZ, New York, and on ...WENR, Chicago, for a 17-week ...period. WJZ program is heard ...Tuesday and Thursday, 7:30 p.m., ...and the WENR series on the same ...days at 9:30 p.m. Caples Co., New ...York, is the agency.

Complete Industry Control Given FCC, Says NAB in Reviewing Court Opinion

IN RESPONSE to requests from stations and figures in public life as to the impact of the Supreme Court decision of May 10, the NAB last Tuesday released a five-page mimeograph titled "What the May 10 Supreme Court Decision Means to American Broadcasting; to the American People."

The statement recited that the Frankfurter opinion handed to the FCC "complete control of radio broadcasting in the United States." Abstracted were selected portions of both the majority and the minority opinions, and a recital of the powers given the FCC by the ruling. Also included were selected editorial excerpts from leading newspapers.

Extent of Control

A searching analysis of the decision, it was stated, indicates that directly or indirectly:

The FCC can tell broadcasters what must be broadcast, whether it be news, public discussions, political speeches, music, drama or other entertainment.

The Commission can likewise enforce its edicts of what may not be broadcast in any one of these fields.

The Commission can regulate the business arrangements by which broadcasters operate and direct the management of each individual radio station. It can issue or deny licenses based upon business affiliations.

NAB stated further:

The decision, which was expected to deal only with the Commission's right to enforce eight disputed rules governing the contracts between stations and networks, went far beyond that issue and conferred upon this government agency powers over radio broadcasting as complete as those existing in many foreign countries.

Thus overnight American radio, under the law as interpreted by the Court, has lost all the characteristics of freedom so vital to our two-party political system and so essential to American democracy.

Under the Radio Act of 1927, and under the amended Act of 1934, the Federal Communications Commission was given regulatory power over the technical aspects and physical allocations of radio frequencies. For ten years the Commission did not seek to stretch its powers into the field of program content or business operations of the broadcasters.

Five years ago the Commission began a gradual effort to encroach upon these other fields. The fight against this encroachment culminated in the surprising decision of the Court, which, in one sweep, granted the Commission not only the specific powers it sought, but unlimited power over every aspect of this great medium of mass communication.

Lawyers for the radio industry, reading and re-reading the decision, can find no limits placed on the Commission's power to control programs and business operations of the broadcasters.

Up to Congress

After quoting from the minority opinion, the statement declared that the control of what the American people hear on the air, under the decision, "passed from the American public whose wishes have determined the programs broadcast daily by over 900 radio stations—into the hands of a single all-powerful Commission whose edicts are final and conclusive."

The statement concluded:

This is not the kind of radio that the country wants and needs. The remedy is squarely up to the Congress. Mr. Justice Frankfurter said in his opinion that "the responsibility belongs to the Congress for the grant of valid legislative authority." The question of the authority of the FCC is now before Congress in both the Senate and the House, through a bill introduced in the Senate by Senator Wallace H. White Jr., of Maine and Senator Burton K. Wheeler of Montana, and in the House by Representative Pehr G. Holmes of Massachusetts.

RADIO technicians school is being organized by M. J. Weiner, chief engineer of WNEW, New York, in cooperation with the station and the local branch of the American Communications Assn.

INTERESTED IN THE CAROLINAS?

INVESTIGATE

WSPA

AT

SPARTANBURG

5000-1000 WATTS • CBS

REPRESENTED BY

HOLLINGBERY

WOAI's average rating* on network commercial programs, day and night, is 78% HIGHER than the NATIONAL average rating for network commercial programs!

This huge listener preference over the national average is a bonus which WOAI passes on to advertisers who use this powerful station to cover Central and South Texas.

That these advertisers "know a good buy when they see it" is shown by the fact that WOAI carries 92.3% of ALL NBC commercial programs.

*C. E. Hooper Continuing Measurement of Radio Listening, Winter-Spring, 1942-43.

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

U. S. Radio Course Trains Technicians

Help May Be Available From Office of Education

THOUSANDS of radio engineers and technicians are being trained in special courses being given by the U. S. Office of Education, Paul V. McNutt, chairman of the War Manpower Commission, reported last week. Many of these radio technicians are available for work in broadcast stations.

According to Mr. McNutt, more than 80,000 men and women have already completed the course which is given in some 220 colleges and universities. Although most of them have gone into defense work, the Office of Education says that many graduates are willing to accept work in stations. Lists of colleges where graduates are available may be had from the Office of Education, Office of Engineering, Science and Management War Training Courses, Washington, D. C.

Courses Given

OESMWT officials point out that courses are being started at frequent intervals. Stations may arrange to enroll their employes at nearby colleges. Only expense is for textbooks. Three courses are given: Fundamentals of Radio; Radio and Pre-Radar, and Ultra-High Frequency Technique. No code is offered in the theory course, which is devoted to the principles of radio circuits.

Until now, many of those taking the radio courses have been young men planning to enter the Armed Forces. Since liquidation of the Enlisted Reserve Corps, however, registration has fallen off, as the course no longer assures service with the Signal Corps. As many as 15,000 persons have been enrolled at one time in the Fundamentals of Radio course, Mr. McNutt reported, and approximately 6,000 employes of one Signal Corps station have taken the course.

Coffee Supplies Better, Boscul Adds to Schedule

RESUMING its newspaper advertising this week on behalf of Boscul Coffee, William S. Scull Co., Camden, N. J., will augment its schedule of newscasts on Philadelphia and Dayton stations, with an additional news period on WFMJ, Youngstown, Ohio. Starting June 7, Scull will sponsor a six-time weekly five-minute program, and a Sunday quarter-hour on that station. Renewed activity is the result of increased supplies of coffee which has brought several other manufacturers back into spot radio recently, including General Foods, and S. C. Schonbrunn. Agency for Scull, eastern distributors of Boscul, is Compton Adv., New York.

Virginia Dare Spots

VIRGINIA DARE Extract Co., Brooklyn, is entering radio to advertise its flavorings and other extracts. Firm has signed for participations on Dr. Walter H. Eddy's *Food & Home Forum* heard on WOR, New York, Monday through Friday. Business is placed direct.

MORE NEWS for listeners in San Francisco-Oakland Bay area is now available through sponsorship of Art Primm's newscast by Remar Baking Co. Program is broadcast on KQW Monday through Friday at 1:25 p.m. Walter Guild (left), of Garfield & Guild, agency handling the account, confers with Mr. Primm (right) and P. O. Pedersen, head of Remar.

AGENCY Appointments

MILROSE PRODUCTS Co., New York, to Winer Co., New York, for Rad cleaner. Media plans not set.

AD REINSBERG & Co., Chicago (Rainydate women's hats and Campaigner boys' hats), to Lieber Adv. Co., Chicago. National magazines and trade papers.

M. J. BREITENBACH Co., New York, to Joseph Katz Co., Baltimore, for Gudes Pepto-Mangan. Now using one-minute spots on four stations. No change contemplated for present.

HECKER Co., Los Angeles (Santo Tomas wine), to Barnes Chase Co., that city. On June 1 starts for 52 weeks using four transcribed one-minute English and Spanish announcements daily on XERB, Tia Juana, Mex.

U-X Mfg. Co., New York, to Erland Adv., New York, for U-X Miracle Shaving Prep. Radio will be used.

WAVAL Permanent Wave Supply Co., Los Angeles (concentrated permanent wave solution), to Earl R. Culp Agency, Los Angeles.

HUMP HAIR PIN Mfg. Co., Chicago, to Schwimmer & Scott, Chicago. Media will be national magazines, trade papers.

IOWA SOAP Co., Burlington, Ia. (Nola Flaks and Magic Washer), to Goodkind, Joice & Morgan, Chicago. Radio will be used.

MESSCHER & STOCK, Chicago (Ficgo beverage), to Goldman & Gross, Chicago. Media planned includes radio, newspapers and trade papers.

ZENITH RADIO Corp., Chicago, has just been given the Army-Navy Production Award for the second time. Zenith's facilities are now devoted 100% to the development and mass production of advanced radar, transmitters and receivers for tanks and planes, and other equipment for the armed services.

New Species

YOUNGER people have been hired by WWL, New Orleans, to fill certain jobs vacated by manpower shortage. As usual, a certain training period ensues. One newcomer, helping to sort mail, came upon a letter addressed, "Attention —Manager." "Say," said the neophyte, "Who's the Attention Manager?"

Wagg Is Named to Cover Mediterranean for NBC

ALFRED WAGG, formerly head of the Far East Bureau of Allied Newspapers, London, has joined NBC's staff of war reporters covering the Mediterranean area. Mr. Wagg is at sea with the British Royal Navy. When broadcast services are not available at sea, he will radio dispatches to New York for use on NBC's domestic newscasts.

With the Battle for North Africa now concluded, NBC is shifting its correspondents. Grant Parr, who accompanied the British Eighth Army across Africa, is returning to Cairo. Ralph Howard, who arrived recently in North Africa, will stand by to cover developments there, working with Merrill Mueller, *Newsweek* magazine and NBC correspondent. John MacVane has already been reported as returning to London for a rest.

Calmer for Sevareid

PARKER PEN Co., Janesville, Wis., which for the past year has been sponsoring *Eric Sevareid and the News* twice weekly on CBS, will replace him June 26 with Ned Calmer, a member of the CBS news staff for the past three years, and formerly an editor and foreign correspondent. Sevareid, CBS Washington reporter, is slated to go overseas this summer as a correspondent for CBS, a position he filled for the network two years ago. Calmer will continue for Parker Pen in the 8:55-9 p.m. spot Saturdays and Sundays on the full CBS network. Agency is J. Walter Thompson Co., Chicago.

RCA to Pay Legal Fees In Red Label Litigation

UNITED STATES District Court in New York, in denying the application of RCA for an injunction restraining Columbia Recording Corp. and Decca Records Inc. from using red labels on their phonograph records, has ordered RCA to pay to CRC some $2,500, and to Decca approximately $1,500, to cover legal costs in connection with the action.

In dismissing the RCA complaints, Judge John M. Woolsey stated that "records are not sold *by* color but *for* sound" and expressed himself "satisfied beyond any doubt that before buying a record between 50% and 60% of retail purchasers of records take them, put them on the turntable of a phonograph in the shop and play them before buying them." Day-by-day trial of the suit consumed almost four months.

SOLID Facts point to the BEST BUY among the four local radio stations in CINCINNATI.

In the last two years, leading department stores in Cincinnati have bought three times as much time on WSAI as on the three other local stations combined.

★ ★ ★

WSAI

The Cincinnati Station of Assured Sales Action

Basic Blue Network . . . 5,000 Watts Day and Night

National Reps. . . . SPOT SALES, INC. . . . New York . . . Chicago . . . San Francisco

IN THE HEART OF NEW ENGLAND

CBS plan Home-spun Programs—the Key to Rural New Engl d Homes

wkne

Keene, N. H.

CBS 5000 Watts

Represented by Headley-Reed

TEXT OF ORDER

FOLLOWING is the full text of the FCC order of May 28 revising certain of the network rules and fixing the effective date at 12:01 a.m. June 15:

At a meeting of the FCC held at its offices in Washington, D. C., on the 26th day of May, 1943.

The Commission having under further consideration its order, entered in Docket No. 5060, as amended, promulgating regulations applicable to radio stations engaged in chain broadcasting.

IT IS ORDERED, That the Commission order, entered in Docket No. 5060, as amended, BE, AND THE SAME IS HEREBY, FURTHER AMENDED in the following particulars:

Section 3.103 of the regulations set forth in said order, as amended, is hereby further amended to read as follows:

3.103 *Term of affiliation*—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

The last paragraph of said order is hereby amended to read as follows:

"It is further ordered, that these regulations shall become effective 12:01 a.m., Eastern War Time, June 15, 1943, unless otherwise required by Court order; *Provided*, That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties; *Provided further*, that the effective date of Regulation 3.106 shall be suspended indefinitely with respect to regional network organizations; and *Provided further*, that the effective date of Regulation 3.107 shall be suspended indefinitely and any further order of the Commission placing said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties."

BUNTE CANDY Co., Chicago, has purchased *World Front* starting June 6 on 13 NBC Midwestern stations, 12-12:30 p.m., from WLW, Cincinnati, and featuring Gregory Ziemer, Arthur Reilly and a third commentator to succeed Carroll Alcott, who left WLW after an altercation with Mr. Ziemer. Presba, Fellers & Presba, Chicago, is agency.

HEADLINERS CLUB CITES 3 IN RADIO

THREE RADIO news correspondents will receive awards next week from the National Headliners' Club, according to a recent announcement by Mall Dodson, president of the club. Awards will be presented June 5 in Atlantic City at the club's annual frolic, under the auspices of the Atlantic City Press Club.

Charles Collingwood, CBS war correspondent, has been named for a citation for radio reporting out of North Africa. Previously this year he received a Peabody Award for outstanding reporting from the African Front [BROADCASTING, March 29].

Merrill Mueller of NBC and *Newsweek* will receive a special war correspondent's valor medal, newly created by the club to honor the newsmen "who perform heroic deeds in pursuit of their assignments." A posthumous valor medal will be awarded to Don Bell of NBC who was killed in Manila. The club has announced that valor medals will be given every year for the duration to selected correspondents in any of the associated fields of newspaper, radio and newsreel.

For the first time, women have been admitted to the ranks of journalists cited for achievement, with two named among the 18 winners in 16 different classifications announced by Braden Gardner, journalism professor at Pennsylvania State College and chairman of the award committee. Fourteen valor medals, five of them posthumous, were awarded.

The Headliners' Club also cited Bill Henry of the *Los Angeles Times*, as best columnist. Henry is a former CBS correspondent working out of London and Paris.

Gulf Hitch-Hiking

GULF OIL Corp., Pittsburgh, which each summer conducts a campaign for Gulf Spray insecticides, will have to forego the annual drive of quarter-hour transcriptions because of the AFM ban on such musical recordings. Instead, Gulf plans to run hitch-hike announcements for the insecticides during the summer months on its CBS program *We, the People at War*. Agency is Young & Rubicam, New York.

Winchell Denies

EDITOR, BROADCASTING:

I have just seen the May 17th issue of your magazine.

What you say about my Jergens option is not true. My option was sent to me weeks ago. I haven't signed it yet.

May 25 WALTER WINCHELL

EDITOR'S NOTE—Lennen & Mitchell notified Winchell ten days ago, but he has until June 30 to answer. If he accepts the option renewal, it is effective Jan. 1, 1944. If he refuses, he cannot broadcast for anyone else until after Dec. 31, 1945, date of Jergens contract termination.

Cy King Heads WEBR

CY KING, pioneer in news broadcasting, was appointed Director of WEBR, Buffalo, on May 18. Mr. King started newscasting in 1927, when he handled the nightly report for the former *Pittsburgh Gazette Times*. Later he went to KDKA in radio promotion and newscasts for the *Pittsburgh Press*, which he served as editorial writer and columnist. WBEN brought him to Buffalo in 1934 as news commentator, and when the *Buffalo Courier Express* acquired WEBR Mr. King was put in charge of the news bureau He still continues two daily programs, 12:30 and 6:30 p.m.

Citrus Spot Tests

FLORIDA Citrus Commission on May 17 started a three-week test campaign on WSYR, Syracuse, and WPRO, Providence, to determine the effectiveness of spot radio in promoting the advantages of the low point value of canned grapefruit juice. A total of 78 live spot announcements are being used to offer listeners a booklet comparing the point value of grapefruit juice with that of other fruit and vegetable juices. If the initial test is successful, the commission may set up a spot radio schedule in the area east of the Mississippi, region in which the product is distributed. Agency is Blackett-Sample-Hummert, New York.

Livestock Renewed

KANSAS CITY livestock interests, including stock yards company, live stock exchange and traders exchange, have renewed for the fifth year an exclusive contract with KMBC, Kansas City, making it their official station for market reports in the area, Karl Koerper, managing director of KMBC, has announced.

AARON L. JACOBY, vice-president of WLIB, Brooklyn, has been named chief clerk of the Surrogates Court of Kings County, Brooklyn. Mr. Jacoby has served a term as sheriff, and also as registrar during his activities in Democratic party politics, which cover a period of 20 years.

81.2% TO 96.8%

WRBL

COLUMBUS, GA.

These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.

• CBS •

ADVERTISERS! TIME BUYERS! AGENCY MEN!

This Calls for Champagne

1 SPONSOR* Now Uses a Third Schedule... 9 Daytime Programs a Week on KOA... Exclusively!

Five years ago this company inaugurated a schedule on KOA with five early morning programs weekly. Later, they added a Sunday morning quarter hour. Recently, a three-a-week, mid-morning quarter hour program was added to introduce a new product in KOA-Land.

Obviously — any advertiser which has put faith in the selling power of KOA *alone*—to this extent —is not buying nine programs weekly on KOA *out of the kindness of his heart.*

We believe it's the greatest possible confirmation of KOA's ability to stimulate sales and produce profits. Let KOA do the same for you.

* Name on Request. Company manufactures product sold in grocery stores, and is used in every home both rich and poor.

KOA—*First in Denver in Everything! In Power ★ Programs ★ Dealer Preference ★ Listener-Loyalty and Sales Results!*

KOA 50,000 WATTS FIRST IN DENVER

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

WCHS
CHARLESTON, W.VA.
Home of the world's largest synthetic rubber plant.

They Like Our Style
A station either DOES or DOES NOT have that certain something — you know—the honest-to-goodness ability to move merchandise from dealers' shelves. WAIR is famous for its salesability. A test will prove it.
WAIR
Winston-Salem, North Carolina

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Newscast Rulings Eased by Canada

Sponsorship Allowed in Some Cases on U. S. Broadcasts

SPONSORED newscasts and sponsored network news commentaries are permitted again in Canada under a new ruling by the Board of Governors of the Canadian Broadcasting Corp., which becomes effective July 1. Spot announcements before and after the news between 7:30 and 11 p.m. local time are still prohibited, but in its place sponsorship of news is to be allowed as a wartime measure in the case of newscasts of ten minutes or more.

Sponsorship announcement can only be made before and after the news, must follow a set form, giving name of sponsor, name of news service if desired, and advertising matter. The closing announcement only names sponsor and news service if desired.

U. S. News Programs

Sponsored American network news commentaries, which have been banned in Canada for some time, may now be brought in from American networks. This affects the CBC stations CBL and CBY, Toronto, CBF and CBM, Montreal, as NBC outlets; CKAC, Montreal, and CFRB, Toronto, as CBS outlets; CFCF, Montreal, BLUE outlet; CKCL, Toronto, and CKLW, Windsor-Detroit, as MBS outlets. The CBC announcement on this policy change states:

"Under special wartime conditions in consideration of our relationship to other people associated with us as united nations, the Corporation has relaxed its ruling concerning the sale of networks to individuals or commercial organizations for the broadcast of opinions, but only insofar as to permit the entrance into Canada of news commentaries having their point of origin in other countries.

"Such broadcasts may be on a commercial or a sustaining basis. In each case permission for the broadcasting of such news commentaries from other countries will only be granted on the basis of specific application to the general manager of the corporation when in his opinion their introduction will provide a useful service to Canadian listeners in helping them to understand the changing war situation. The commercial content and the format of all such broadcasts must conform to the policy and regulations of the Corporation."

'Parade' for Fibber

REVIVAL of NBC's former program, *The Passing Parade*, will serve as a summer replacement for *Fibber McGee & Molly* during their 13-week vacation starting June 22. Program features John Nesbitt, story teller. Harlow Wilcox will announce for S. C. Johnson Co., Racine, sponsor. Series starts June 29 in the 9:30-10 p.m. period vacated by Fibber McGee. Agency is Needham, Louis & Brorby, Chicago.

WLS SCORES ON FOOD MEETINGS

Series of Interviews on Hot Springs Conference Gives Listeners Break

PREPARED well in advance of the International Food Conference now being held at Hot Springs, Va., WLS is giving its listeners a series of 19 interviews with United Nations representatives at the Conference. The series is broadcast on the *Dinnerbell* program as part of *Prairie Farmer's* Food for Humanity campaign. Participants in one of the interviews were (l to r): L. A. H. Peters, agricultural attache to the Netherlands, featured in one of the programs; John Strohm, managing editor of *Prairie Farmer*, interviewer; Betty Carter, OWI, who aided in the programs; Harry Templeton, WLS war program director.

LISTENERS to WLS, Chicago, are getting their full share of news of the International Food Conference at Hot Springs, Va., thanks to a series of programs prepared far in advance by the station. WLS put on the first of 19 interviews on its *Dinnerbell* program on May 18, day the conference opened.

When the station started its "Food for Humanity" campaign April 3, Burridge D. Butler, WLS president, explains, little was known about the coming food conference and prospects for direct coverage from the spot were dim. So John Strohm, managing editor of *Prairie Farmer*, and Harry Templeton, WLS war program director, were assigned to line up interviews with representatives of the United Nations who would attend the sessions.

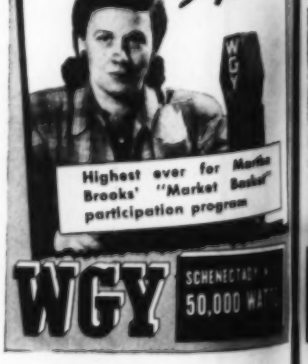
Arranged Interviews

Working closely with OWI, Strohm and Templeton arranged the interviews, obtaining Dr. B. A. Liu, Chinese delegate, for the initial broadcast. Dr. Liu, a former Chinese industrialist and member of the United Nations Bureau, described food problems in his native country. Eighteen other nations were represented.

The interviews, featuring Strohm and a United Nations representative, were transcribed in Washington and New York and flown back to Chicago. WLS broadcasts one each day, Monday through Friday, on its *Dinnerbell* program for approximately four weeks.

Newspaper promotion of the series was handled through display ads in the *Chicago Times* and the *Chicago Sun* calling attention to the first week's schedule of programs. Smaller ads informing listeners of the personalities to be heard daily are being run in the same newspapers for the length of the series. Mail promotion was used to contact 4-H clubs, county agents and agricultural teachers in mid-western states. In addition pre-announcements were made on the station three days in advance of the opening broadcast and these are continued until the conclusion of the interviews.

Permission to release the series to all other stations in the country following their use by WLS was given at request of OWI.



Millions Donated To Last War Loan

Revised NAB Estimate Adds 15% to OWI Figures

REVISED NAB estimate of the cash value of radio's contribution to the Second War Loan Campaign, described by the Secretary of the Treasury Morgenthau, as "the greatest advertising operation in the history of the world," reveals that $7,095,500 in time and talent helped put the drive over between April 5 and May 1. Compiled by the OWI and the NAB, this figure released last week represents time given in connection with OWI commitments under allocation plans, plus 15% for talent and time donations over and above these commitments.

OWI suggested that 33 1/3% be added for all the extra features which networks and stations keyed to the Second War Loan, but the NAB decided on the more conservative estimate of 15%. The seven million total does not include talent which was donated, that is, contributed by the artists. It includes paid talent, and time valued at the advertising rate.

According to OWI figures, time contributed to the drive under the Network Allocation Plan amounted to $5,680,000; National Spot Allocation Plan, $320,000, and Station Announcement Plan, $170,000. Station participation reports received by Treasury, OWI and NAB indicate that cooperation by radio was so far above scheduled commitments that even the 33 1/3% addition to the total, suggested by OWI was conservative.

In a recent Treasury release, Mr. Morgenthau stated that 118,000 radio announcements were made, and 8,000 radio programs of 15 minutes or more were devoted to the Second War Loan.

Value of Other Media

During the same period, outdoor advertising's contribution was reported as 7,254 War Bond posters on panels at a space value of $181,250, and 8,089 War Loan posters valued at $202,225. About 84,000 car cards worth $100,000 were placed, and 4,000 three-sheets valued at $15,000 were used.

According to this same Treasury statement, daily and weekly newspapers published 73,939 Second War Loan ads totalling 72,633,802 lines at a value of $4,564,271. Figures compiled by the Advertising Checking Bureau Inc., showed that daily and Sunday papers published 40,774 War Loan ads, at a value of $3,362,890 based on national advertising rates, and all were locally sponsored. In the field of weeklies, the Promotion Research Section of the Treasury reports that 33,164 ads worth $1,201,380 (based on the national average weekly advertising rate) appeared in 7,735 weekly newspapers.

Time and Talent Given to War Effort Exceeds 100 Million Dollars, Says Woods

"THE four major networks, as well as the hundreds of independent stations, have, according to the OWI, given more than $100,000,000 in time and talent to the war effort," Mark Woods, president of the BLUE, stated May 25 on the anniversary broadcast of *This Nation at War.*

How radio has backed the war effort was the subject of a dialog on the BLUE program between Mr. Woods and Walter B. Weisenburger, executive vice-president of the National Assn. of Manufacturers, under whose auspices the series is heard.

Will Mean More Jobs

In reply to Mr. Weisenburger's statement that American radio typifies our democratic ideals, with particular emphasis on the importance of free speech, Mr. Woods agreed that "we, in radio, are always against any encroachment of this freedom . . . for America has the only major broadcasting system in the world that isn't under government control."

Queried by Mr. Woods as to how industry feels about the post-war world, Mr. Weisenburger took radio as an example of a "business" to point out that "new developments in electronic devices, communications, frequency modulation, and television will mean plenty of new products, new companies, and new jobs in the post-war world, provided there are no major changes in our free enterprise system, for I believe the new products and developments coming from our factories and laboratories are the hope and the promise for the future . . ."

"Incidentally," the NAM executive continued, "industry appreciates very much the opportunity that all radio . . . and, particularly the Blue Network, has given us to tell the American people just how we are producing for victory and planning for peace."

To which Mr. Woods replied, "That's part of our job under the system of free radio . . . we don't claim that radio can solve the problems of the world . . . but we do feel that it can help create that atmosphere of understanding and tolerance without which these problems can never be solved . . ."

Canadian Broadcasters Cite Radio Aid to War

BROADCASTING in Canada and its relation to the war was discussed during the one-day Advertising and Sales Conference held at Toronto recently. Ted Campeau, manager of CKLW, Windsor-Detroit, outlined the contribution of private stations to war service. E. A. Weir, commercial manager of Canadian Broadcasting Corp., Toronto, cited the intensive radio advertising coverage given Victory Loan drives and War Savings Stamps campaigns.

W. E. Elliott of Elliott-Haynes, Toronto market research organization, reported that seven out of every ten homes in Canada has a radio, that summer listening has declined, and that Quebec French-Canadian families use their radios more than any other Canadian group.

C. W. Wright, of Stovin & Wright, station representatives, Toronto, asserted that radio was more adaptable to institutional advertising than any other medium. Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters and president of the Toronto Sales and Advertising Club, opened the conference. L. E. Phenner, Canadian Cellucotton Products, Toronto, was chairman of the radio panel.

PEN IN HAND Harl McDonald, manager of the Philadelphia Orchestra, looks up before signing a long-term contract for the symphony group to record exclusively for the Columbia Recording Corp. With him is Edward Wallerstein, president of CRC.

Jelke Names Brown

JAMES T. BROWN, former assistant general sales manager of John F. Jelke Co., Chicago, has been appointed general sales manager, it was announced by J. M. Elliott, vice-president and general manager. Mr. Brown takes over executive sales duties formerly handled by Mr. Elliott. The post of advertising manager, vacated by George T. Wruck some weeks ago when he became advertising manager of the Rahr Malting Co., Manitowoc, Wis., has not been filled.

IOWA SOAP Co., Burlington, Ia. (Nola Flakes and Magic Washer), on May 31 started five morning quarter-hour broadcasts weekly of *Roy Porter and the News* on WCFL, Chicago. Agency is Goodkind, Joise & Morgan, Chicago.

PSYCHO-ENTRANA
Copyright 1943, THE W. E. LONG CO., Chicago
A New
W. E. LONG CO.
RADIO FEATURE
Franchise may be open in your territory for immediate closure
W. E. LONG CO.
188 NORTH CLARK ST., CHICAGO, ILLINOIS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 22 TO MAY 28 INCLUSIVE

Decisions . . .

MAY 25

WDLP, Panama City, Fla.—Granted Mod. license increase night power 100 to 250 w.

W75C, Chicago—Granted license cover CP in part.

W85A, Schenectady—Granted license renewal, regular period.

W71NY, New York—Same.

W45BR, Baton Rouge—Same.

W69PH, Philadelphia—Granted temp. extension license to July 1, 1943, pending determination on renewal application.

W5XAU, Oklahoma City—Granted temp. extension license to July 1, 1943, pending determination on renewal application.

W9XLA, Denver—Same.

W2XWE, Albany, N. Y.—Same.

Stations granted license renewals for regular period: KGEZ KOME KUIN KVOX KWLM WEIM WGAU WHAT WINX WIZE WALL WMBC WNBH WSTV WBRE WCMI WSAV KICD WAAC WJMC KWRC.

Stations granted temporary license extensions to Aug. 1, 1943, pending determination on renewal application: KAND KGFW KPDN KROC KWFC WCBI WDAK WGH WJPR WLAK WLBJ WWPG KHUB KSUB KVSF WFIG WGAA WJMA WAML WEXL WEMP KAVE KBST KCMC KGGF KGKL KICA KIUL KPLT KRBC KRLH KVGB KXL WABI WBBZ WBNX WCBT WCOV WEDC WFCI WGGA WHOM WING WJBW WJW WNBZ WOCB WRAL WSAY WSYB WTEL.

MAY 27

KFMB, San Diego—Granted authority to amend and remove from hearing docket application for vol. transfer control of Worcester Broadcasting Corp. and application for license renewal from First National Trust & Savings Bank of San Diego, executor of the estate of Warren B. Worcester, deceased, transferor, to the same firm, as transferee.

WWL, New Orleans—Granted amended petition to intervene in hearing on application of KGNC, Amarillo, to change frequency, power and time.

MAY 28

WMMN, Fairmount, W. Va.—Granted license cover CP for changes in DA, increase power.

Applications . . .

MAY 24

WKBN, Youngstown, O.—License cover CP as mod., for power increase, new transmitter, DA-N, change hours.

WKZO, Kalamazoo, Mich.—Vol. assign. license to John E. Fetzer, d-b as Fetzer Broadcasting Co.

WBBZ, Ponca City, Okla.—Vol. assign. license to Adelaide Lillian Carrell, executrix of estate of Charles Lewis Carrell, deceased.

WNAX, Yankton, S. D.—Mod. CP as mod., for power increase, DA-N, extend completion date.

May 26

WABY, Albany, N. Y.—CP for new transmitter.

W47R, Rochester, N. Y.—License cover CP for new FM station.

Gen. Richardson Named

MAJ. GEN. ROBERT C. RICHARDSON, former director of the Army's Bureau of Public Relations, has been named commanding general of the Hawaiian department succeeding Lt. Gen. Delos Emmons. Gen. Richardson in 1941 reorganized the Army's Public Relations Bureau and created the Radio Branch, and named Col. E. M. Kirby, former NAB public relations director, as its chief. Col. Kirby then was a civilian on loan from the NAB. It is expected Gen. Richardson will be nominated for promotion to three-star rank.

Tentative Calendar . . .

KGNC, Amarillo, Tex.—Mod. license for 860 kc., 500 w. N, 5 kw. D, unlimited. (June 3).

in the CONTROL ROOM

MARION J. STONER has joined the control staff of WKZO, Kalamazoo-Grand Rapids.

JOHN CAMPION, control operator of WDRC, Hartford, has been transferred to the Bloomfield, Conn., transmitter.

BOB OLSON and Paul Kackelmeyer, of the engineering staff of KYSM, Mankato, Minn. have been called into the Air Forces and Marines respectively. Announcers Bob Irving and Bill Faulkner have taken over the control room to handle their own shows. Dave Killbourne, of Minneapolis, new to radio, is now taking a turn at both the mike and controls.

BERNARD J. RENK has been promoted to assistant to the chief engineer of WDGY, Minneapolis, and Arthur Dumke and Ralph Doggett have joined the staff as transmitter operators.

ROBERT GLENN, technician of KFAC, Los Angeles, has joined KHJ, Hollywood.

LORNE BALSLEY, formerly of the engineering department of WJJD, Chicago, and Wilbur W. Blair, former engineer of WKBO, Harrisburg, Pa., have joined NBC, Chicago.

BILL WELLS, department supervisor for war production of Universal Microphone Co., Inglewood, Cal., is the father of a boy.

KENNETH WELLER, transmitter engineer of WHIO, Dayton, has reported for induction into the Army. He has not yet been replaced.

MONROE WILNER, control operator of WSB, Atlanta, resigned recently to enter training for the Merchant Marine.

EDWARD HESKY, engineer of WIND, Chicago, was inducted into the Navy recently.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PLANTERS NUT & CHOCOLATE Co., San Francisco (Planters peanut oil, salted peanuts), on May 22 started for 52 weeks Louis P. Lochner on 6 NBC Pacific stations, Sat., 5:45-6 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

KENDALL FOOD PRODUCTS Inc., Los Angeles (dog food), on May 18 started for 52 weeks' participation in *Andy & Virginia*, on 13 BLUE Pacific stations, Tues., 10:30-10:45 a.m. (PWT). Agency: The Mayers Co., Los Angeles.

SIGNAL OIL Co., Los Angeles on June 13 starts for 52 weeks a three man question and answer program on 10 CBS Pacific Coast and Arizona stations, Sun., 4:30-5 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

GILLETTE SAFETY RAZOR Corp., Boston, on June 4, 10 p.m. sponsors Chalky Wright-Phil Terranova fight on 211 MBS stations, and on Tues., June 8, 10 p.m. sponsors Jimmie Bivens-Lloyd Marshall bout on 211 MBS stations. Agency: Maxon Inc., N. Y.

GENERAL ELECTRIC Co., Schenectady (electronics division), on May 31 starts *The World Today* on 118 CBS stations, Mon. thru Sat., 6:45-6:55 p.m. Agency: Maxon Inc., New York.

F. W. FITCH Co., Des Moines (shampoo and N-Brush shave cream), on May 31 started *News of the World* on 56 NBC stations Tues.-Thurs., 7:15-7:30 p.m. Agency: L. W. Ramsey Co, Davenport

Renewal Accounts

GENERAL MILLS, Minneapolis, on May 31 expanded to 125 NBC stations and renewed for 52 weeks *Light of the World* (Cheerioats), 2-2:15 pm., Mon. thru Fri.; *Lonely Women* (Kitchen Tested flour), 2:15-2:30 p.m., Mon thru Fri.; *Guiding Light* (Wheaties), 2:30-2:45 pm., Mon. thru Fri. Company also renewed *Hymns of All Churches* (Softasilk cake flour), 2:45-3 p.m., Mon. thru Fri., for 52 weeks on the present 28 stations. Agencies for Cheerioats, Kitchen Tested flour, and Softasilk cake flour, Blackett-Sample-Hummert, Chicago; for Wheaties, Knox Reeves Adv., Minneapolis.

CHLORINE SOLUTIONS Inc., Los Angeles (Hy-Pro) on June 12 renews for 13 weeks participation in *Breakfast at Sardi's* on 21 BLUE Western stations, Sat., 9:30-9:45 a.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (toothpowder), on June renews for 13 weeks, Boake Carter on Don Lee Pacific stations (KFRC KOL KMO KFIO KFRE KGB KHJ KALE Tues., Thurs., 9-9:15 a.m. (PWT). Agency: McCann-Erickson, San Francisco.

GENERAL CIGAR Co., New York (White Owl cigars), on June 24 renews for 52 weeks Raymond Clapper on 84 MBS stations, Mon. and Thurs., 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

EVERSHARP Inc., Chicago (pens, pencils), on June 20 renews *Take It Or Leave It* on 117 CBS stations., Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on June renews for 52 weeks *Fred Waring's Pleasure Time With Victory Tunes* on 128 NBC stations, Mon. thru Fri., 7-7:15 p.m. (Rpt 11-11:15 p.m.). Agency: Newell-Emmett Co., N. Y.

Network Changes

S. C. JOHNSON & SON, Racine, Wis. (floor wax), on June 29 relaces for 13 weeks *Fibber McGee & Molly* with John Nesbitt's *The Passing Parade* on 133 NBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleighs), on June and June 9 replaces *Tommy Dorsey* with *Jimmy Dorsey* on 133 NBC stations, Wed. 8:30-9 p.m. Agency: Russel M. Seeds Co., Chicago.

PARKER PEN Co., Janesville, Wis. (Quink), on June 28 replaces *Eric Sevareid* with *Ned Calmer* on 118 CBS stations Sat., Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., Chicago.

TEXAS Co., New York, on July 4 replaces Fred Allen on the *Texaco Star Theatre* with James Melton and Al Goodman's orchestra on 117 CBS stations, Sun., 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

GRAYSON SHOPS, Los Angeles (women's apparel), on June 13 shifts *Stop and Go* on 7 CBS stations, Sun., 8:30-9 p.m. (PWT), to 6 NBC Pacific stations, Sun., 9:30-10 p.m. (PWT). Agency: Milton Weinberg Adv. Co., Los Angeles.

EMERSON DRUG CO., New York (bromo-seltzer), on July 19 adds 43 CBS stations to *Vox-Pop*, making a total of 117 CBS stations, Mon., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

MacPherson Promoted

MALCOLM D. MacPHERSON has been appointed Director of Public Relations for Ralph H. Jones Co., Cincinnati and New York agency, according to Charles M. Robertson Jr., president. Mr. MacPherson has been assistant radio director of the agency for the past three years. Since Pearl Harbor he has been especially active in patriotic promotions for civilian defense, war bonds and other government services.

Here's How You Can Get ENGINEERS!

CREI Trains Replacements for Technical Positions

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI spare-time training in Practical Radio Engineering helps solve your technical personnel problems . . . increases the efficiency and ability of your engineering staff. We offer a planned program of technical training that equips limited license holders for more important tasks . . . enables you to train others to pass license tests for dual work during the emergency.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-5, 3224 16th Street, N. W., Washington, D. C.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

WANTED—A GOOD PROGRAM PERSON—Who feels that he is experienced enough to contribute ideas, writing and production of network calibre for New York position. Excellent opportunity for the right person, male or female. Write Box 673, BROADCASTING, giving experience, draft status, samples of work if you wish, present salary and position.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band remotes. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Engineer—1st class, competent become chief, permanent. New York local, full data first letter. Box 666, BROADCASTING.

ANNOUNCER—Immediate opening for all-around experienced man. Supply full details, including salary requirements, draft status, character references. Enclose photo. KLZ, Denver.

Two Announcers—Who are permanent. Salary $60 weekly. Ideal working conditions. KMLB, Monroe, Louisiana.

Progressive Station Needs Chief Engineer—The type of management and staff you enjoy working with. Work in air-conditioned building with plenty of good equipment. Blue and Mutual. Minimum $46 weekly. Write, wire or phone WGAC, Augusta, Georgia.

New York State Affiliate in Thriving City—Has permanent position for experienced intelligent and productive draft-exempt salesman or young woman. Solid background in selling, merchandising and copywriting required. Send full details. Box 668, BROADCASTING.

EXPERIENCED SALESMAN — A 5,000 watt CBS station can use a salesman of proven ability who is more interested in his future than present inflationary salary. If you are a live-wire who wants to invest in the future we have an excellent opportunity for you. Write WKZO, Inc., Kalamazoo, Michigan, giving full details about yourself, age, draft status, etc.

Have 1,000,000 Responsive Listeners—To hand over to experienced "mail pull" announcer. Man we want must speak the language of the masses and know direct radio selling inside out. We'd call this a real opportunity for the man who has the ability and loyalty to do a job. Executive possibilities for a go-getter with proven record. Box 678, BROADCASTING.

Aggressive Draft Deferred Salesman—Wanting position with opportunities for advancement. Wanted by 5 k.w. regional network station. Box 680, BROADCASTING.

OPERATOR—First or Second Class License. Good pay. Non-Defense town. Reasonable living costs. Draft exempt. WSYB, Rutland, Vermont.

Wanted At Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred experienced man. Box 679, BROADCASTING.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more: NBC and Blue network with best news service, music and programming, in noncompetitive radio market in nondefense farming community assuring post war stability. Real deal for a producer. Give experience, draft status, etc. KTFI, Twin Falls, Idaho.

Announcer—Good salary, talent opportunities. Send audition transcription and details. WJTN, Jamestown, New York.

Help Wanted (Cont'd)

Wanted Immediately—Transmitter engineer with first class license to work at 10,000 watt station with four element array. Directional antenna experience not necessary. Apply Box 667, BROADCASTING.

Situations Wanted

Veteran Radio-News Man—Thoroughly experienced in public relations, building saleable newscasts and programs, seeks new connection directing news and public relations department. Box 662, BROADCASTING.

Man 45, Wife 28—Highly intelligent, personable, talented and experienced—seek broader opportunity for combined abilities in newscasting, dramatics, script writing, straight announcing, programming, sales, commercial copy and general management. Both studio technicians. Dependable, ambitious, enthusiastic. Popular, respected, community leaders. Prefer location west of Rockies. Address Box 669, BROADCASTING.

Studio Technician and Transmitter Operator—First Class — Radiotelephone License. 4F. One year experience with 5,000 watt station. Will consider any size station. Box 682, BROADCASTING.

Draft Exempt Salesman-News Editor—Available for network affiliated station. Wide experience news service and feature syndicates. Box 676, BROADCASTING.

Energetic Manager—Good organizer, gentile, age 39, family, 12 years' newspaper and radio experience NBC and CBS stations. Successful program and selling record. Best of references. Box 671, BROADCASTING.

Announcer—Married 4F desires permanent position. Available at once. Box 681, BROADCASTING.

ANNOUNCER—NEWSCASTER—4F. Versatile; responsible. Box 663, BROADCASTING.

Experienced, Capable Announcer—Leaving 50 k.w. June 1st. Family man. Excellent habits. Specialist in news. Box 664, BROADCASTING.

EXPERIENCED NEWSCASTER — With some rewrite, desires permanent position with good station. Married. 4-F. Box 665, BROADCASTING.

TEAM—PROGRAM, CONTINUITY DIRECTORS—Programming, musical production, emcee record variety shows, sales; script, copy, news, publicity, promotion. Experience metropolitan stations. Box 670, BROADCASTING.

CONTINUITY WRITER—College-educated young woman. Experience: Three years, newspaper, radio, selling, writing, publicity. Box 672, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER — 4F, married; no family. Outstanding long record network stations; production, management, announcing. This is fact, not theory. Want permanent position at once. Best references. Box 675, BROADCASTING.

ANNOUNCER—Experienced, expert turntable jockey, ready to start. Box 687, BROADCASTING.

First Class Phone—4-F, some experience. Prefer West Coast but will consider other for permanent position with chance for advancement. Box 686, BROADCASTING.

Young Executive—4F, leaving good position with major network after five years seeks tough job in agency, station, or network where man with comprehensive background including sales, programming, scriptediting, and government liaison, can produce real results. Box 685, BROADCASTING.

Situations Wanted (Cont'd)

MUSICIAN—Wishes position with progressive station as staff pianist or musician. College graduate with piano degree and violin certificate. Seven consecutive years' experience as successful music teacher, present school term just closing. Have organized two orchestras, conducting with piano. Play both classical and popular music. Accompanying a specialty. Best of references. Prefer south. (Miss) Gladys Ferrill, Lucedale, Mississippi.

COLLEGE GRADUATE—Young lady. Radio major. Knowledge of production, writing, announcing, programming. Metropolitan station preferred. Box 684, BROADCASTING.

Wanted to Buy

Full or Part Ownership—In radio station located west of the Rockies. Box 674, BROADCASTING.

TURNTABLE—New or used. 33 and 78 RPM or 78 RPM. Box 661, BROADCASTING.

Crystal—Low temperature coefficient, 620 k.c. or lower frequency. Box 677, BROADCASTING.

BROADCAST STATION EQUIPMENT—1 250-watt transmitter complete with any or all of the associated station and studio equipment. Also 1 175- to 200-foot self-supporting vertical radiator. What can you furnish. Write us at once, giving best price and description. Box 683, BROADCASTING.

'Truth' Bond Sales

RALPH EDWARDS and his *Truth Or Consequences* show, on the road since March to sell War Bonds, continues to roll up big totals at every stop, the latest available grand total standing at $181,000,000 in actual sales. The NBC program, sponsored by Procter & Gamble Co., Cincinnati, gleaned $1,579,650 May 22 while in Salt Lake City.

LaRoche Addresses Council

CHESTER J. LaROCHE, chairman of the Advertising Council, discussed the council's work in coordinating the contributions of the advertising industry to the war effort and in disseminating Government messages to the public, with particular emphasis on the role of radio, before a group of about 150 time salesmen from New York stations, networks and station representative organizations at a luncheon given by the council at the Yale Club in New York last Thursday. Merritt (Pete) Barnum, chief of the OWI Radio Bureau in New York, briefly described the operations of the OWI in preparing and allocating wartime messages of various Government departments.

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

Ask JOE WEED
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RKO to Use Regional and Key Station Tie-Up in Radio Promotion of Films

EVER SINCE the record-breaking attendance last January at midwestern theatres where the RKO picture "Hitler's Children" had its world premiere preceded by extensive radio promotion, RKO has become more and more "radio-minded".

Latest evidence of this is the RKO arrangement with a group of key stations and regional networks extending from coast to coast, whereby three RKO pictures a year will be promoted on an exclusive sponsorship basis in the areas involved. Examples are WLW, Cincinnati; WGN, Chicago; WCAU, Philadelphia; Texas Quality Network; Yankee Network, and others.

Effective Combination

According to S. Barrett McCormick, director of advertising and publicity for RKO, "the combination of radio and newspaper promotion for RKO pictures has proved the most effective method of reaching the most people," resulting in special radio budgets supplementary to the motion picture company's usual appropriations for newspapers, its chief advertising medium.

Idea for the regional network and key station tie-up was originated by Mr. McCormick and Terry Turner, exploitation manager of RKO, following the success of "Hitler's Children" opening in 34 cities. WLW, Cincinnati, was the key station sponsoring the film, in view of its connection with the book, *Education For Death*, by Gregor Zeimer, WLW news commentator. Advance spot announcements, as well as a half-hour preview broadcast, were used by WLW for the premiere on Jan. 14. This was followed by an intensive schedule of transcribed announcements and preview programs in advance of the picture's opening in other cities throughout the country.

Areas Covered

First RKO film under the company's new exclusive sponsorship plan is "This Land Is Mine". Its world premiere was held May 7 with WLW as the key station, followed by promotion in the Chicago area through WGN in conjunction with its May 13 opening in that city. The Yankee Network was used by RKO to cover the May 26 opening in various New England cities, while WCAU, Philadelphia, on May 26 was the key outlet for the opening in that city. Other areas in which RKO is concentrating radio promotion for "This Land Is Mine" include the Pacific Coast through NBC outlet, KPO, San Francisco, as well as the sections around Seattle, Spokane, and Portland.

Supervision of all advertising and promotion for the "three-pictures-a-year" tieup is handled by a special division of RKO's advertising department in New York, under the direction of Mr. McCormick. From this division, RKO sends out a field staff of publicity men to arrange the various campaigns in different locales.

Two more RKO releases will be handled in the same manner as "This Land Is Mine" during 1943, Mr. McCormick stated, while radio promotion will also be included in campaigns for pictures other than those offered to stations under the exclusive sponsorship plan. Advertising budgets will be increased to handle the additional radio costs, he added, while current newspaper space will be maintained throughout the year and in some cases increased.

New WOR Programs

WOR, New York, is revamping the period from 1-1:30 p.m. Monday through Friday, and has already started two new Sunday afternoon programs. One is entitled *The Show Shop* with Walter Preston, the other *Easy Listening*, featuring popular music. From May 31 through June 14, WOR will introduce new programs, including *Sophisticated Lady* with Maxine Keith; *The 71 Special*, a recorded musical program using railroad sound effects; the *WOR News Theatre; Luncheon With Lopez*, featuring Vincent Lopez and his orchestra, and *Quiz Wizard*, a listener-participation show.

Hymns Honored

CITATION of merit was given to *Hymns of All Churches*, NBC program, on behalf of the International Council of Religious Education, during the May 26 broadcast. In conferring the honor Dr. Roy G. Ross, general secretary, said the program has "given expression to universal religious convictions which are basic to our American culture."

BILL COSTELLO, CBS Washington correspondent, has written an article on Japan's feudal military code of Bushido, to appear in an early issue of *Esquire*.

PRONOUNCER
Tells How to Say War Names Correctly

OF SPECIAL value to announcers and commentators is an Interior Dept. release giving the approved pronunciation of ten geographical names in today's war headlines. Establishing official governmental pronunciation and spelling is part of the job of the U. S. Board on Geographical Names, under Interior, which has on its advisory committee the most outstanding geographers and linguistic authorities in the country.

First ten places to be given are Bizerte, Amchitka, Kharkov, Sevastopol, Novorossisk, Cap Bon, Trondheim, Tromsoe, Reykjavik and Guadalcanal. To give an example of how pronunciation is explained, Reykjavik is first spelled correctly, then spelled "Ray-kya-veek" for pronunciation, and followed by "Pronounce a as in father". Other lists will be released frequently for the duration, according to Dr. Meredith F. Burrill, director of the board.

Fourth E to RCA

FOURTH Army-Navy E flag to be won by RCA has been awarded to RCA Laboratories in Princeton, N. J., radio-electronic research center, for its achievements in the war effort. The other E flags have been given to the RCA plants at Camden and Harrison, N. J., and to RCA's marine service, Radiomarine Corps of America. In addition, Radiomarine has received the U. S. Maritime Commission M Pennant and Victory Fleet flag.

Decker to Blue

LEON DECKER, news editor of Press Association, radio subsidiary of AP, on May 24 joined BLUE Network as editorial assistant to G. W. Johnstone, director of news and special features. He replaces Schuyler Patterson, resigned.

NINTH ANNIVERSARY of *America's Town Meeting of the Air* was celebrated on the May 27 broadcast on BLUE. There have been 259 broadcasts since the program started, with George V. Denny Jr., serving as moderator on all but eight.

Drawn for BROADCASTING by Sid Hix

". . . Correction! That Rumor About Them Using Live Bullets on These Maneuvers Has Been Confirmed!"

HELP WANTED TIME GROWING ON COAST

MANPOWER shortage in San Francisco war industries, particularly shipbuilding, is resulting in added revenue for radio. Even non-war industries are buying time in their search for additional manpower.

One of the largest timebuyers is Bethlehem - Alameda Shipyards, Alameda, Cal. Through Ryder & Ingram, Oakland, it is purchasing spots and five-minute programs on KQW and Sunday ball games of the Oakland team of the Pacific Coast League on KROW, Oakland.

Moore Drydock Co., Oakland, is sponsoring *Ten O'Clock News* by Carroll Hanson six nights weekly on KQW; spot announcements on KLX, Oakland; announcements on KGO, as well as special broadcasts.

Kaiser Shipyards, Richmond, Cal., is using six transcribed five-minute programs weekly on KLX, Oakland, with *Listen to Linkletter*, weekly half-hour program on KGO and a weekly five-minute program on KQW. Other war industries advertising for workers include:

Hammond Aircraft Co., San Francisco, participations in *Housewives Protective League*, KQW; Food Machinery Corp., San Francisco, through Long Adv. Agency, San Francisco, KQW; Wooldridge Mfg. Co., San Francisco, KQW; Barrett & Hilp Construction Co., San Francisco, through A. E. Nelson Co., San Francisco, KQW, each using spot announcements.

Among non-war industries seeking manpower is the New Process Laundry Co., San Francisco, using participations five times weekly each in the *Housewives Protective League* and *Katherine Kerry* programs on KQW.

CBS Assigns 3 to Handle Joint Program With BBC

TO HANDLE broadcasts of the BBC-CBS series, *Transatlantic Call: People to People*, originating in the United States, CBS has assigned a crew of three, composed of Alan Lomax, who will write and edit material; John Becker, director; and Stamford Mirkin, who will do research on those cities from which the program is to originate. In announcing the assignments, Douglas Coulter, CBS director of broadcasts, indicated the series might be continued beyond the end of June, date originally set for the last broadcast.

WMRN 154th on Blue

WMRN, Marion, O., on June 1 becomes a BLUE affiliate, bringing the total to 154. WMRN will be a bonus station, available at no cost to those advertisers who purchase time on WCOL, Columbus. Owned by Marion Broadcasting Co., WMRN operates fulltime with 250 watts on 1,490 kc.

NIAA Meeting

NATIONAL Industrial Advertisers Assn., annual membership meeting will be held in Cleveland June 25 in connection with the NIAA Central Regional Wartime Conference at the Hotel Statler, fourth of a series of regional meetings replacing the former national conference of the association.

XUM

There are Two Sides to Every Story . . .

Meet Casey (pronounced K.C.)—he's one of the most important "gents" in the "Heart of America." He represents 51% of the heart-beats in the Kansas City market—those persons living in cities, the urban population. But remember—Casey provides only one side of the story!

Meet Kansan—he's the other side of the story. He represents 49% of the heart-beats in the Kansas City market—those persons living on the farm. To "snub" him cuts the effectiveness of the media, or the advertising campaign, right in half!

For example—cover up either side of the following story (along the red line), and the message, although coherent, is still only 50% complete.

KMBC is FIRST* with urban audiences, and many times it has been proved that KMBC gives these listeners what they want—

a full-time news reporting staff,

the tops in a sports personality,

plus exclusive national name shows,

thus filling the "likes" of a 51% urban audience!

*Latest Conlan survey (No. 21—December, 1942) of Greater Kansas City again ranked KMBC first in all-over audience—more first-place quarter-hour periods, day and night, than any other station.

KMBC is FIRST* with rural audiences for listeners tune to personalities, not stations—

KMBC's "personalized" news service with the only full-time farm division,

a complete home service department—

network personalities to warm the Heart of America,

thus serving the needs of a 49% rural audience!

*Conlan survey at Missouri and Kansas State fairs (Summer, 1942) gave KMBC 350% more listeners than the nearest competing station—as many listeners as all other stations named, a total of twenty-five stations!

KMBC

OF KANSAS · CITY

FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS